

Norman Gordon  
Form 3  
May 10, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Norman Gordon		(Month/Day/Year)	INVERNESS MEDICAL INNOVATIONS INC [IMA]	
(Last)	(First)	(Middle)	04/30/2010	
51 SAWYER ROAD, SUITE 200			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
WALTHAM, MA 02453			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			Chief Innovation Officer	<input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	13,593	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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## Edgar Filing: Norman Gordon - Form 3

	Date Exercisable	Expiration Date	Amount or Number of Shares	or Indirect (I) (Instr. 5)
Employee Stock Option (Right to Buy)	Â (1)	09/27/2015	Common Stock 16,920 \$ 6.08	D Â
Employee Stock Option (Right to Buy)	Â (2)	12/31/2017	Common Stock 20,000 \$ 56.18	D Â
Employee Stock Option (Right to Buy)	Â (3)	06/30/2018	Common Stock 5,000 \$ 33.17	D Â
Employee Stock Option (Right to Buy)	Â (4)	12/31/2018	Common Stock 4,000 \$ 18.91	D Â
Employee Stock Option (Right to Buy)	Â (5)	06/30/2019	Common Stock 16,163 \$ 35.58	D Â
Employee Stock Option (Right to Buy) (7)	Â (6)	04/30/2020	Common Stock 3,500 \$ 39.78	D Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Norman Gordon 51 SAWYER ROAD SUITE 200 WALTHAM, MA 02453	Â	Â	Â Chief Innovation Officer	Â

## Signatures

/s/ Jay McNamara, Attorney  
in Fact 05/10/2010

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This option becomes exercisable in four equal annual installments beginning September 27, 2006.
- (2) This option becomes exercisable in four equal annual installments beginning December 31, 2008.
- (3) This option becomes exercisable in four equal annual installments beginning June 30, 2009.
- (4) This option becomes exercisable in four equal annual installments beginning December 31, 2009.
- (5) This option becomes exercisable in four equal annual installments beginning June 30, 2010.
- (6) This option becomes exercisable in four equal annual installments beginning April 30, 2011.
- (7) This option was approved by the Board of Directors on April 7, 2010, but granted as of April 30th 2010 pursuant to the Issuer's granting policy.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.