

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

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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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| | 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.