

BALL JEROME
Form 4
January 26, 2005

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN 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 *
BALL JEROME

2. Issuer Name and Ticker or Trading Symbol
FORWARD INDUSTRIES INC [FORD]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)
 Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman and CEO

(Last) (First) (Middle)
C/O FORWARD INDUSTRIES, 1801 GREEN RD. SUITE E

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
01/24/2005

POMPANO BEACH, FL 33064

(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Code | | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) | |
|---------------------------------|--------------------------------------|--|------------|------------|---|--------|---|--|-----------------------------------|------------|
| | | | (Instr. 8) | (Instr. 8) | V | Amount | | | | (A) or (D) |
| Common Stock | 01/24/2005 | | M | | | 4,000 | A | \$ 2 | 221,500 | D |
| Common Stock | 01/24/2005 | | S | | | 4,000 | D | \$ 8 | 217,500 | D |
| Common Stock | 01/25/2005 | | M | | | 6,500 | A | \$ 2 | 224,000 | D |
| Common Stock | 01/25/2005 | | S | | | 6,500 | D | \$ 7.83 | 217,500 | D |
| | | | | | | | | <u>(1)</u> | | |

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

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Common Stock Option to Buy | \$ 2 | 01/24/2005 | | M | 4,000 | 01/01/2005 12/31/2005 | Common Stock | 4,000 |
| Common Stock Option to Buy | \$ 2 | 01/25/2005 | | M | 6,500 | 01/01/2005 12/31/2005 | Common Stock | 6,500 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|------------------|-------|
| | Director | 10% Owner | Officer | Other |
| BALL JEROME C/O FORWARD INDUSTRIES 1801 GREEN RD. SUITE E POMPANO BEACH, FL 33064 | X | | Chairman and CEO | |

Signatures

Jerome E. Ball 01/26/2005

**Signature of Reporting Person Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 4(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).

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(1) Weighted average sell price for shares sold between \$7.75 and \$8.00.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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