Key Stephen Form 3

FORM 3 UNITED STATES SECURITIES AND EXCHANGE C					NGE COM	MISSI	ON	OMB APPROVAL			
	Washington, D.C. 20549						OMB Number:	3235-0	104		
	INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF							Expires:	January		
		on 17(a) of	t to Section 10 the Public Ut 0(h) of the In-	ility Holdi	Securities E ng Company	Act of 193			Estimated a burden hour response	verage	005
(Print or Type F	Responses)										
1. Name and Address of Reporting Person <u>*</u> Key Stephen			2. Date of Even Statement (Month/Day/Y		^g 3. Issuer Name and Ticker or Trading Symbol FORWARD INDUSTRIES INC [FORD]						
(Last)	(First)	(Middle)	08/10/2010		4. Relationshi Person(s) to I			5. If Amendment, Date Original Filed(Month/Day/Year)			
66 EAST WADSWORTH PARK DRIVE				(Check all applicable)						· /	
	(Street)				OfficerOther Filin			Filing(dividual or Joint/Group g(Check Applicable Line) Form filed by One Reporting		
DRAPER,Â	UTÂ 840	20			6]	Person Foi	rm filed by Mor ng Person		
(City)	(State)	(Zip)	,	Table I - N	lon-Derivat	ive Securiti	ies Ben	eficia	ally Owned		
1.Title of Secur (Instr. 4)	rity			2. Amount of Beneficially (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Natu Owners (Instr. 5	ship	ndirect Benefi	cial	
Forward Industries Common Stock			2,100 (1)		D	Â					
Reminder: Repo			ach class of secu	rities benefici	ially S	EC 1473 (7-02	2)				
	Perse infor requi	ons who res mation cont ired to respo	spond to the co ained in this fo ond unless the MB control nu	orm are not form displ							

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

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

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Date	Expiration	Amount or	or Indirect
Exercisable	Date	Number of	(I)
		Shares	(Instr. 5)

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
Key Stephen 66 EAST WADSWORTH PARK DRIVE DRAPER, UT 84020	ÂX	Â	Â	Â		
Signatures						
James McKenna by Power of	00/10/20	10				

08/18/2010 Attorney

**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) Beneficial ownership held via a revocable trust - "The Stephen L Key Trust- 2008".

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.