

ROSS BRIAN A  
Form 4  
November 08, 2010

**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 \*  
ROSS BRIAN A

2. Issuer Name and Ticker or Trading Symbol  
CINCINNATI BELL INC [CBB]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
221 EAST FOURTH STREET  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
11/04/2010

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  10% Owner  
\_\_\_\_ Other (specify below)  
Former Chief Operating Officer

CINCINNATI 45202  
(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. Transaction Code (Instr. 8) | 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Common Stock                    |                                      |  |                                |   | 727.692   | I  | By 401k Plan                      |
| Common Stock                    |                                      |  |                                |   | 2,000   | I  | By IRA                            |
| Common Stock                    |                                      |  |                                |   | 1,758   | I  | By Children                       |
| Common Stock <sup>(1)</sup>     | 11/04/2010                           |  | M                              | 6,191   | A \$ 1.39   | 262,511  | D                                 |
| Common Stock <sup>(2)</sup>     | 11/04/2010                           |  | F                              | 4,473   | D \$ 2.67   | 258,038  | D                                 |

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|              |            |   |        |   |         |         |   |
|--------------|------------|---|--------|---|---------|---------|---|
| Common Stock | 11/04/2010 | M | 10,000 | A | \$ 1.67 | 268,038 | D |
| Common Stock | 11/04/2010 | S | 10,000 | D | \$ 2.69 | 258,038 | D |
| Common Stock | 11/04/2010 | M | 28,032 | A | \$ 1.39 | 286,070 | D |
| Common Stock | 11/04/2010 | S | 28,032 | D | \$ 2.7  | 258,038 | D |

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 Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Stock Appreciation Right <sup>(3)</sup>    | \$ 1.39  | 11/04/2010                           |  | M                              | 6,191   | 01/30/2010 <sup>(5)</sup> 01/30/2019                     | Common Stock  |
| Option to Buy <sup>(4)</sup>               | \$ 1.67  | 11/04/2010                           |  | M                              | 10,000  | 12/05/2009 <sup>(6)</sup> 12/05/2018                     | Common Stock  |
| Option to Buy <sup>(4)</sup>               | \$ 1.39  | 11/04/2010                           |  | M                              | 28,032  | 01/30/2010 <sup>(7)</sup> 01/30/2019                     | Common Stock  |

## Reporting Owners

| Reporting Owner Name / Address                             | Relationships |           |                                |       |
|--|---------------|-----------|--------------------------------|-------|
|  | Director      | 10% Owner | Officer                        | Other |
| ROSS BRIAN A<br>221 EAST FOURTH STREET<br>CINCINNATI 45202 |               |           | Former Chief Operating Officer |       |

## Signatures

Christopher J. Wilson, Attorney-in-Fact for Brian A.  
Ross

11/08/2010

\_\_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).
- (1) Common shares issued upon exercise of Stock Appreciation Right (SAR).
- (2) Surrender of common shares to pay exercise price and tax liability upon exercise of Stock Appreciation Right (SAR).
- (3) Stock Appreciation Right (SAR) granted under the Cincinnati Bell Inc. 2007 Long Term Incentive Plan which is a Rule 16b-3 Plan.
- (4) Option shares granted under the Cincinnati Bell Inc. 2007 Long Term Incentive Plan which is a Rule 16b-3 Plan.
- (5) 28% of these SARs became exercisable on January 30, 2010. Thereafter, the SARs continued to vest at the rate of 3% per month on the last day of each month.
- (6) 28% of these options became exercisable on December 5, 2009. Thereafter, the options continued to vest at the rate of 3% per month on the 5th day of each month.
- (7) 28% of these options became exercisable on January 30, 2010. Thereafter, the options continued to vest at the rate of 3% per month on the last day of each month.

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.