

ROSS BRIAN A
Form 4
June 15, 2010

FORM 4

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

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person *
ROSS BRIAN A

(Last) (First) (Middle)

221 EAST FOURTH STREET

(Street)

CINCINNATI 45202

(City) (State) (Zip)

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

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

06/11/2010

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title below) ____ Other (specify below)

Chief Operating Officer

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ 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(A) or Disposed of (D) Code (Instr. 8)	4. Securities Acquired 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)
Common Stock				(A) or (D)	727.692	I	By 401k Plan
Common Stock					2,000	I	By IRA
Common Stock					1,758	I	By Children
Common Stock	06/11/2010		G V	6,000 D \$ 0	402,536	D	
Common Stock	06/11/2010		G V	3,500 D \$ 0	399,036	D	

Edgar Filing: ROSS BRIAN A - Form 4

Common Stock	06/11/2010	G	V	850	D	\$ 0	398,186	D
Common Stock	06/11/2010	S		25,000	D	\$ 3.22	373,186	D
Common Stock	06/11/2010	S		25,000	D	\$ 3.23	348,186	D
Common Stock	06/11/2010	M		20,000	A	\$ 1.67	368,186	D
Common Stock	06/11/2010	S		20,000	D	\$ 3.22	348,186	D

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

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.

SEC 1474
(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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount
Option to Buy ⁽¹⁾	\$ 22.8438					01/03/2002 01/03/2011	Common Stock 2
Option to Buy	\$ 16.425					09/05/2002 09/05/2011	Common Stock 3
Option to Buy	\$ 9.645					12/04/2002 12/04/2011	Common Stock 2
Option to Buy	\$ 3.48					12/05/2003 12/05/2012	Common Stock 6
Option to Buy	\$ 5.655					12/04/2004 12/04/2013	Common Stock 6
Option to Buy	\$ 5.57					01/29/2005 01/29/2014	Common Stock 30
Option to Buy	\$ 3.7					12/03/2005 12/03/2014	Common Stock 13
	\$ 3.995					12/01/2005 12/01/2015	Common Stock 13

Option to Buy								Common Stock	
Option to Buy	\$ 4.735				12/08/2007	12/08/2016		Common Stock	20
Option to Buy ⁽¹⁾	\$ 4.91				12/07/2008	12/07/2017		Common Stock	20
Option to Buy ⁽¹⁾	\$ 1.67				12/05/2009	12/05/2018		Common Stock	30
Option to Buy ⁽¹⁾	\$ 1.39				01/30/2010	01/30/2019		Common Stock	60
Stock Appreciation Right ⁽²⁾	\$ 1.39				01/30/2010	01/30/2019		Common Stock	10
Option to Buy ⁽¹⁾	\$ 2.91				01/29/2011	01/29/2020		Common Stock	60
Option to Buy	\$ 1.67	06/11/2010		M	20,000	12/05/2009 ⁽³⁾	12/05/2018	Common Stock	20

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ROSS BRIAN A 221 EAST FOURTH STREET CINCINNATI 45202			Chief Operating Officer	

Signatures

Christopher J. Wilson, Attorney-in-Fact for Brian A. Ross 06/15/2010

__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) Option shares granted under the Cincinnati Bell Inc. 2007 Long Term Incentive Plan which is a Rule 16b-3 Plan.
- (2) Stock Appreciation Right (SAR) granted under the Cincinnati Bell Inc. 2007 Long Term Incentive Plan which is a Rule 16b-3 Plan.
- (3) 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.

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.