ROSS BRIAN A Form 4 June 14, 2010

## FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

2. Issuer Name and Ticker or Trading

CINCINNATI BELL INC [CBB]

Symbol

OMB Number:

5. Relationship of Reporting Person(s) to

(Check all applicable)

Issuer

3235-0287

Expires: January 31, 2005

**OMB APPROVAL** 

Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations

may continue.

See Instruction

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

1(b).

(Print or Type Responses)

**ROSS BRIAN A** 

1. Name and Address of Reporting Person \*

								(Cnec	ск ан аррисавіе	;)
(Last)	(First)	(Middle)	3. Date of	f Earliest Ti	ransaction					
221 EAST FOURTH STREET			(Month/Day/Year) 06/10/2010					Director 10% Owner X Officer (give title Other (specify below)		
	(Street)		4. If Ame	endment, Da	ate Original			6. Individual or Jo	oint/Group Filin	ıg(Check
CINCINNATI 45202			Filed(Month/Day/Year)					Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
(City)	(State)	(Zip)	Tabl	le I - Non-I	Derivative S	ecuriti	ies Acqı	uired, Disposed o	f, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Year	) Execution any		3. Transactic Code (Instr. 8)	4. Securitie on(A) or Disp (Instr. 3, 4)	posed o	of (D)	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 Indirect Beneficial Ownership (Instr. 4)
Common Stock						(-)		727.692	I	By 401k Plan
Common Stock								2,000	I	By IRA
Common Stock								1,758	I	By Children
Common Stock	06/10/2010			S	25,000	D	\$ 3.13	408,536	D	
Common Stock	06/10/2010			M	100,000	A	\$ 1.67	508,536	D	

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Common Stock 06/10/2010 S 100,000 D \$ 3.1 408,536 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. Transactic Code (Instr. 8)	Securit Acquir Dispos		6. Date Exercisab Expiration Date (Month/Day/Year		7. Title and An Underlying Sec (Instr. 3 and 4)
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title N
Option to Buy (1)	\$ 22.8438						01/03/2002	01/03/2011	Common Stock
Option to Buy	\$ 16.425						09/05/2002	09/05/2011	Common Stock
Option to Buy	\$ 9.645						12/04/2002	12/04/2011	Common Stock
Option to Buy	\$ 3.48						12/05/2003	12/05/2012	Common Stock
Option to Buy	\$ 5.655						12/04/2004	12/04/2013	Common Stock
Option to Buy	\$ 5.57						01/29/2005	01/29/2014	Common Stock
Option to Buy	\$ 3.7						12/03/2005	12/03/2014	Common Stock
Option to Buy	\$ 3.995						12/01/2005	12/01/2015	Common Stock
Option to Buy	\$ 4.735						12/08/2007	12/08/2016	Common Stock
Option to Buy (1)	\$ 4.91						12/07/2008	12/07/2017	Common Stock
Option to Buy (1)	\$ 1.67						12/05/2009	12/05/2018	Common Stock
Option to Buy (1)	\$ 1.39						01/30/2010	01/30/2019	Common Stock

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Stock Appreciation Right (2)	\$ 1.39				01/30/2010	01/30/2019	Common Stock
Option to Buy (1)	\$ 2.91				01/29/2011	01/29/2020	Common Stock
Option to Buy	\$ 1.67	06/10/2010	M	100,000	12/05/2009(3)	12/05/2018	Common Stock

Dalationchin

## **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
06/14/2010

\*\*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.

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