

ROSS BRIAN A  
Form 4  
June 17, 2010

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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 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

(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)

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

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

221 EAST FOURTH STREET

06/15/2010

Chief Operating Officer

(Street)

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

CINCINNATI 45202

(City) (State) (Zip)

### 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 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 <sup>(1)</sup>	06/15/2010		M	41,275 A	\$ 1.39 323,752	D	
Common Stock <sup>(2)</sup>	06/15/2010		F	27,432 D	\$ 3.3 296,320	D	

Edgar Filing: ROSS BRIAN A - Form 4

Common Stock	06/15/2010	M	26,595	A	\$ 1.67	322,915	D
Common Stock	06/15/2010	S	26,595	D	\$ 3.37	296,320	D
Common Stock	06/16/2010	S	40,000	D	\$ 3.315	256,320	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 <sup>(3)</sup>	\$ 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	3
Option to Buy	\$ 3.7					12/03/2005	12/03/2014	Common Stock	1
Option to Buy	\$ 3.995					12/01/2005	12/01/2015	Common Stock	1
Option to Buy	\$ 4.735					12/08/2007	12/08/2016	Common Stock	2
	\$ 4.91					12/07/2008	12/07/2017		2

