

CASSIDY JOHN F  
 Form 4  
 November 19, 2012

**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 \*  
 CASSIDY JOHN F

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

3. Date of Earliest Transaction (Month/Day/Year)  
 11/15/2012

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 President and CEO

(Street)  
 CINCINNATI 45202

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)
			Code	V	Amount	(D)	Price
Common Stock					48,681.062	I	By 401k Plan
Common Stock <sup>(1)</sup>	11/15/2012		M		22,899	A	\$ 3.48
Common Stock	11/15/2012		S		22,899	D	\$ 4.93

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

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SEC 1474 (9-02)

number.

**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 Number of Shares
Option to Buy <sup>(2)</sup>	\$ 5.655					12/04/2004	12/04/2013	Common Stock	801
Option to Buy <sup>(2)</sup>	\$ 3.7					12/03/2005	12/03/2014	Common Stock	666
Option to Buy <sup>(2)</sup>	\$ 3.995					12/01/2005	12/01/2015	Common Stock	425
Option to Buy <sup>(2)</sup>	\$ 3.49					01/27/2007	01/27/2016	Common Stock	85,
Option to Buy <sup>(2)</sup>	\$ 4.735					12/08/2007	12/08/2016	Common Stock	574
Option to Buy <sup>(3)</sup>	\$ 4.91					12/07/2008	12/07/2017	Common Stock	559
Option to Buy <sup>(3)</sup>	\$ 1.67					12/05/2009	12/05/2018	Common Stock	680
Option to Buy <sup>(3)</sup>	\$ 2.91					01/29/2011	01/29/2020	Common Stock	304
Stock Appreciation Right <sup>(4)</sup>	\$ 2.91					01/29/2011	01/29/2020	Common Stock	304
Stock Appreciation Right <sup>(4)</sup>	\$ 2.85					01/28/2012	01/28/2021	Common Stock	788
Option to Buy <sup>(2)</sup>	\$ 3.48	11/15/2012		M	22,899	12/05/2003	12/05/2012	Common Stock	22,

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

CASSIDY JOHN F  
221 EAST FOURTH STREET X President and CEO  
CINCINNATI 45202

## Signatures

Christopher J. Wilson by Power of Attorney for John F. Cassidy 11/19/2012

\_\_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) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 22, 2012. The options being exercised were scheduled to expire on December 5, 2012.
- (2) Option shares granted under the Cincinnati Bell Inc. 1997 Long Term Incentive Plan which is a Rule 16b-3 Plan.
- (3) Option shares granted under the Cincinnati Bell Inc. 2007 Long Term Incentive Plan which is a Rule 16b-3 Plan.
- (4) Stock Appreciation Right (SAR) granted under the Cincinnati Bell Inc. 2007 Long Term Incentive Plan which is a Rule 16b-3 Plan.

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