

ROSS BRIAN A  
Form 4  
May 19, 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

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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

(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)  
05/17/2010

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 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					442,336	D	
Common Stock <sup>(1)</sup>	05/17/2010		S	8,800 D	\$ 3.5	433,536	D

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

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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 Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Option to Buy <u>(2)</u>	\$ 22.8438					01/03/2002	01/03/2011	Common Stock	20,000
Option to Buy <u>(2)</u>	\$ 16.425					09/05/2002	09/05/2011	Common Stock	5,000
Option to Buy <u>(2)</u>	\$ 9.645					12/04/2002	12/04/2011	Common Stock	25,000
Option to Buy <u>(2)</u>	\$ 3.48					12/05/2003	12/05/2012	Common Stock	60,000
Option to Buy <u>(2)</u>	\$ 5.655					12/04/2004	12/04/2013	Common Stock	61,000
Option to Buy <u>(2)</u>	\$ 5.57					01/29/2005	01/29/2014	Common Stock	300,000
Option to Buy <u>(2)</u>	\$ 3.7					12/03/2005	12/03/2014	Common Stock	150,000
Option to Buy <u>(2)</u>	\$ 3.995					12/01/2005	12/01/2015	Common Stock	150,000
Option to Buy <u>(2)</u>	\$ 4.735					12/08/2007	12/08/2016	Common Stock	200,000
Option to Buy <u>(3)</u>	\$ 4.91					12/07/2008	12/07/2017	Common Stock	250,000
Option to Buy <u>(3)</u>	\$ 1.67					12/05/2009	12/05/2018	Common Stock	362,162
Option to Buy <u>(3)</u>	\$ 1.39					01/30/2010	01/30/2019	Common Stock	60,938

Stock Appreciation Right <sup>(4)</sup>	\$ 1.39	01/30/2010	01/30/2019	Common Stock	103,185
Option to Buy <sup>(3)</sup>	\$ 2.91	01/29/2011	01/29/2020	Common Stock	69,846

## 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

05/19/2010

\_\_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) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 9, 2010.
- (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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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