

CASSIDY JOHN F  
 Form 4  
 November 15, 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

(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)  
 11/13/2012

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Common Stock                    |                                      |  |                                |   | 48,681.062  | I  | By 401k Plan  |
| Common Stock <sup>(1)</sup>     | 11/13/2012                           |  | M                              | 199,857 A   | \$ 3.48 1,725,367   | D  |   |
| Common Stock                    | 11/13/2012                           |  | S                              | 199,857 D   | \$ 5.117 1,525,510  | D  |   |

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

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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        | Am<br>Nun<br>Sha |
| Option to Buy <u>(2)</u>                   | \$ 5.655   |                                      |  |                                |   | 12/04/2004   | 12/04/2013  | Common Stock | 80               |
| Option to Buy <u>(2)</u>                   | \$ 3.7   |                                      |  |                                |   | 12/03/2005   | 12/03/2014  | Common Stock | 66               |
| Option to Buy <u>(2)</u>                   | \$ 3.995   |                                      |  |                                |   | 12/01/2005   | 12/01/2015  | Common Stock | 42               |
| Option to Buy <u>(2)</u>                   | \$ 3.49  |                                      |  |                                |   | 01/27/2007   | 01/27/2016  | Common Stock | 85               |
| Option to Buy <u>(2)</u>                   | \$ 4.735   |                                      |  |                                |   | 12/08/2007   | 12/08/2016  | Common Stock | 57               |
| Option to Buy <u>(3)</u>                   | \$ 4.91  |                                      |  |                                |   | 12/07/2008   | 12/07/2017  | Common Stock | 55               |
| Option to Buy <u>(3)</u>                   | \$ 1.67  |                                      |  |                                |   | 12/05/2009   | 12/05/2018  | Common Stock | 68               |
| Option to Buy <u>(3)</u>                   | \$ 2.91  |                                      |  |                                |   | 01/29/2011   | 01/29/2020  | Common Stock | 30               |
| Stock Appreciation Right <u>(4)</u>        | \$ 2.91  |                                      |  |                                |   | 01/29/2011   | 01/29/2020  | Common Stock | 30               |
| Stock Appreciation Right <u>(4)</u>        | \$ 2.85  |                                      |  |                                |   | 01/28/2012   | 01/28/2021  | Common Stock | 78               |
| Option to Buy <u>(2)</u>                   | \$ 3.48  | 11/13/2012                           |  | M                              | 199,857   | 12/05/2003   | 12/05/2012  | Common Stock | 19               |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |                   |       |
|--------------------------------|---------------|-----------|-------------------|-------|
|                                | Director      | 10% Owner | Officer           | Other |
|                                | X             |           | President and CEO |       |

CASSIDY JOHN F  
221 EAST FOURTH STREET  
CINCINNATI 45202

## Signatures

Christopher J. Wilson by Power of Attorney for John F.  
Cassidy

11/15/2012

\_\_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.

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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