

WILSON CHRISTOPHER J  
Form 4  
August 17, 2012

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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 \*  
WILSON CHRISTOPHER J

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

08/15/2012

VP, General Counsel

(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, OH 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                    |                                      |  |                                |   | 100,000   | I  | By Trustee of Executive Deferred Compensation Plan    |
| Common Stock                    | 08/15/2012                           |  | M                              | 50,000 A  | \$ 1.39 367,340   | D  |   |
| Common Stock                    | 08/15/2012                           |  | S                              | 50,000 D  | \$ 4.48 317,340   | D  |   |
| Common Stock                    | 08/15/2012                           |  | M                              | 91,558 A  | \$ 2.54 408,898   | D  |   |

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Common Stock 08/15/2012 D 91,558 D \$ 4.56 317,340 D

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

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**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>(1)</sup>               | \$ 5.655   |                                      |  |                                |   | 12/04/2004 12/04/2013                                    | Common Stock 51,  |
| Option to Buy <sup>(1)</sup>               | \$ 3.7   |                                      |  |                                |   | 12/03/2004 12/03/2014                                    | Common Stock 75,  |
| Option to Buy <sup>(1)</sup>               | \$ 3.995   |                                      |  |                                |   | 12/01/2005 12/01/2015                                    | Common Stock 77,  |
| Option to Buy <sup>(1)</sup>               | \$ 4.735   |                                      |  |                                |   | 12/08/2007 12/08/2016                                    | Common Stock 100  |
| Option to Buy <sup>(2)</sup>               | \$ 4.91  |                                      |  |                                |   | 12/07/2008 12/07/2017                                    | Common Stock 100  |
| Option to Buy <sup>(2)</sup>               | \$ 2.91  |                                      |  |                                |   | 01/29/2011 01/29/2020                                    | Common Stock 206  |
| Option to Buy <sup>(2)</sup>               | \$ 1.39  | 08/15/2012                           |  | M                              | 50,000  | 01/30/2010 01/30/2019                                    | Common Stock 50,  |
| Stock Appreciation Right <sup>(3)</sup>    | \$ 2.54  | 08/15/2012                           |  | M                              | 91,558  | 12/07/2011 12/07/2020                                    | Common Stock 91,  |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |                     |       |
|--------------------------------|---------------|-----------|---------------------|-------|
|                                | Director      | 10% Owner | Officer             | Other |
|                                |               |           | VP, General Counsel |       |

WILSON CHRISTOPHER J  
221 EAST FOURTH STREET  
CINCINNATI, OH 45202

## Signatures

Christopher J.  
Wilson

08/17/2012

\*\*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) Option shares granted under the Cincinnati Bell Inc. 1997 Long Term Incentive Plan which is a Rule 16b-3 Plan.
- (2) Option shares granted under the Cincinnati Bell Inc. 2007 Long Term Incentive Plan which is a Rule 16b-3 Plan.
- (3) Cash-settled 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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