

Craycraft Robert M  
Form 4  
November 24, 2010

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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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 \*  
Craycraft Robert M

2. Issuer Name and Ticker or Trading Symbol  
ASHLAND INC. [ASH]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
5200 BLAZER PARKWAY

3. Date of Earliest Transaction (Month/Day/Year)  
11/22/2010

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

(Street)  
DUBLIN, OH 43017

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

(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 Ownership (Instr. 4)
			Code	V	Amount (A) or Price (D)		
Common Stock	11/22/2010		M		356 A \$ 38.47	356	D
Common Stock	11/22/2010		M		1,469 A \$ 49.79	1,825	D
Common Stock	11/22/2010		M		3,675 A \$ 10.72	5,500	D
Common Stock	11/22/2010		M		3,050 A \$ 37.69	8,550	D
Common Stock	11/22/2010		D <sup>(1)</sup>		291 D \$ 52.68	8,259	D

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Common Stock	11/22/2010		D <sup>(2)</sup>	5,557	D	\$ 52.69	2,702		D	
Common Stock							1,419 <sup>(3)</sup>		I	401(k)

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)	Amount or Number of Shares
				Code V (A) (D)		Date Exercisable Expiration Date	Title	
Stock Appreciation Right	\$ 38.47	11/22/2010		M <sup>(4)</sup>	356	09/16/2005 10/16/2014	Common Stock	356
Stock Appreciation Right	\$ 49.79	11/22/2010		M <sup>(4)</sup>	1,469	09/15/2006 10/15/2015	Common Stock	1,469
Stock Appreciation Right	\$ 10.72	11/22/2010		M <sup>(5)</sup>	3,675	11/20/2009 12/20/2018	Common Stock	3,675
Stock Appreciation Right	\$ 37.69	11/22/2010		M <sup>(5)</sup>	3,050	11/18/2010 12/18/2019	Common Stock	3,050

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Craycraft Robert M 5200 BLAZER PARKWAY DUBLIN, OH 43017			Vice President	

## Signatures

/s/ David A. Rines,  
Attorney-in-Fact

11/24/2010

\_\_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) The disposition of the 291 shares reflects the cost of exercising the 356 Stock Appreciation Rights at the exercise price and includes taxes withheld for the transaction.
- (2) The disposition of the 5,557 shares reflects the cost of exercising the 8,194 Stock Appreciation Rights at the exercise price and includes taxes withheld for the transaction.
- (3) Based on Employee Savings Plan information as of 11-22-10, the latest date for which such information is reasonably available.
- (4) Stock Appreciation Right granted pursuant to Ashland's Amended Stock Incentive Plan which vests in three annual installments: 50% after the 1st year, the next 25% the 2nd year and the remaining 25% the 3rd year.
- (5) Stock Appreciation Right granted pursuant to the 2006 Ashland Inc. Incentive Plan which vests in three annual installments: 50% after the 1st year, the next 25% the 2nd year and the remaining 25% the 3rd year.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.