

ZRNO JOHN M
Form 4
January 04, 2013

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 *
ZRNO JOHN M

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
(Street)

3. Date of Earliest Transaction (Month/Day/Year)
01/02/2013

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

CINCINNATI, OH 45202
(City) (State) (Zip)

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 Indirect Beneficial Ownership (Instr. 4)
Common Stock				(A) or (D)	25,000	I	By Family Limited Partnership (1)
Common Stock	01/02/2013		M	5,300 A	\$ 3,715	64,604 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 Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Option to Buy ⁽²⁾	\$ 4.51					04/29/2003 04/29/2013	Common Stock	9,000
Option to Buy ⁽²⁾	\$ 4.245					04/23/2004 04/23/2014	Common Stock	9,000
Option to Buy ⁽²⁾	\$ 3.87					04/29/2005 04/29/2015	Common Stock	9,000
Option to Buy ⁽²⁾	\$ 4.195					04/28/2006 04/28/2016	Common Stock	9,000
Option to Buy ⁽²⁾	\$ 4.62					01/03/2007 01/03/2017	Common Stock	48,400
Option to Buy ⁽³⁾	\$ 5.31					05/03/2007 05/03/2017	Common Stock	9,000
Phantom Shares	⁽⁴⁾					⁽⁵⁾ ⁽⁵⁾	Common Stock	6,000
Phantom Shares	⁽⁴⁾					⁽⁵⁾ ⁽⁵⁾	Common Stock	6,000
Phantom Shares	⁽⁴⁾					⁽⁵⁾ ⁽⁵⁾	Common Stock	6,000
Phantom Shares	⁽⁴⁾					⁽⁵⁾ ⁽⁵⁾	Common Stock	6,000
Phantom Shares	⁽⁴⁾					⁽⁵⁾ ⁽⁵⁾	Common Stock	6,000
Phantom Shares	⁽⁴⁾					⁽⁵⁾ ⁽⁵⁾	Common Stock	6,000
Phantom Shares	⁽⁴⁾					⁽⁵⁾ ⁽⁵⁾	Common Stock	6,000
Option to Buy ⁽²⁾	\$ 3.715	01/02/2013		M	5,300	01/02/2003 01/02/2013	Common Stock	5,300

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ZRNO JOHN M 221 EAST FOURTH STREET CINCINNATI, OH 45202		X		

Signatures

Christopher J. Wilson, Attorney-in-fact for John M.
Zrno

01/04/2013

 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) Shares held by Zrno Family Limited Partnership
 - (2) Option shares granted under the 1997 Stock Option Plan for Non-Employee Directors which is a Rule 16b-3 Plan.
 - (3) Option shares granted under the 2007 Stock Option Plan for Non-Employee Directors which is a Rule 16b-3 Plan.
 - (4) One for one conversion.
 - (5) Phantom shares are payable in cash following retirement or termination of the reporting person's affiliation with the Company.

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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