

COX PHILLIP R  
Form 4  
August 16, 2012

**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 \*  
COX PHILLIP R

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)  
08/14/2012

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	08/14/2012		M	V	2,650 A \$ 3.715	44,917.925 (1)	D
Common Stock	08/14/2012		S		2,650 D \$ 4.5	42,267.925 (1)	D

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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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 <sup>(2)</sup>	\$ 4.51					04/29/2003 04/29/2013	Common Stock	9,000
Option to Buy <sup>(2)</sup>	\$ 4.245					04/23/2004 04/23/2014	Common Stock	9,000
Option to Buy <sup>(2)</sup>	\$ 3.87					04/29/2005 04/29/2015	Common Stock	9,000
Option to Buy <sup>(2)</sup>	\$ 4.195					04/28/2006 04/28/2016	Common Stock	9,000
Option to Buy <sup>(3)</sup>	\$ 5.31					05/03/2007 05/03/2017	Common Stock	9,000
Phantom Shares	<sup>(4)</sup>					<sup>(5)</sup> <sup>(5)</sup>	Common Stock	6,000
Phantom Shares	<sup>(4)</sup>					<sup>(5)</sup> <sup>(5)</sup>	Common Stock	6,000
Phantom Shares	<sup>(4)</sup>					<sup>(5)</sup> <sup>(5)</sup>	Common Stock	6,000
Phantom Shares	<sup>(4)</sup>					<sup>(5)</sup> <sup>(5)</sup>	Common Shares	6,000
Phantom Shares	<sup>(4)</sup>					<sup>(5)</sup> <sup>(5)</sup>	Common Stock	6,000
Phantom Shares	<sup>(4)</sup>					<sup>(5)</sup> <sup>(5)</sup>	Common Stock	6,000
Phantom Shares	<sup>(4)</sup>					<sup>(5)</sup> <sup>(5)</sup>	Common Stock	6,000
Option to Buy <sup>(2)</sup>	\$ 3.715	08/14/2012		M	2,650	01/02/2003 01/03/2013	Common Stock	2,650

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

COX PHILLIP R  
221 EAST FOURTH STREET X  
CINCINNATI, OH 45202

## Signatures

Christopher J. Wilson, Attorney-in-fact for Phillip  
R. Cox

08/16/2012

\_\_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) Includes 50.928 shares held by Trustee of DRP.
- (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 is 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. 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.