

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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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 (D) | Price |
| Common Stock | 11/22/2010 | | M | | 356 | A | \$ 38.47 |
| Common Stock | 11/22/2010 | | M | | 1,469 | A | \$ 49.79 |
| Common Stock | 11/22/2010 | | M | | 3,675 | A | \$ 10.72 |
| Common Stock | 11/22/2010 | | M | | 3,050 | A | \$ 37.69 |
| Common Stock | 11/22/2010 | | D ⁽¹⁾ | | 291 | D | \$ 52.68 |

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| | | | | | | | | |
|--------------|------------|------------------|-------|---|----------|----------------------|---|--------|
| Common Stock | 11/22/2010 | D ⁽²⁾ | 5,557 | D | \$ 52.69 | 2,702 | D | |
| Common Stock | | | | | | 1,419 ⁽³⁾ | 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 |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Stock Appreciation Right | \$ 38.47 | 11/22/2010 | | M ⁽⁴⁾ | 356 | 09/16/2005 10/16/2014 | Common Stock | 356 |
| Stock Appreciation Right | \$ 49.79 | 11/22/2010 | | M ⁽⁴⁾ | 1,469 | 09/15/2006 10/15/2015 | Common Stock | 1,469 |
| Stock Appreciation Right | \$ 10.72 | 11/22/2010 | | M ⁽⁵⁾ | 3,675 | 11/20/2009 12/20/2018 | Common Stock | 3,675 |
| Stock Appreciation Right | \$ 37.69 | 11/22/2010 | | M ⁽⁵⁾ | 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.