WILLIS J KEVIN Form 3 May 03, 2013 FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 OMB 2025 OMB

INITIAL STATEMENT OF 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 Ad Person <u>*</u> WILLIS J		oorting	 Date of Event Requiring Statement (Month/Day/Year) 	3. Issuer Name and Ticker or Trading Symbol ASHLAND INC. [ASH]					
(Last)	(First)	(Middle)	05/03/2013	4. Relationship of Reporting Person(s) to Issuer			5. If Amendment, Date Original Filed(Month/Day/Year)		
50 E. RIVERCENTER BLVD. (Street) COVINGTON, KY 41011				(Check	c all applicable)	6. Individual or Joint/Group		
				Director 10% Owner X_Officer Other (give title below) (specify below) Chief Financial Officer		Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Table I - I	Non-Deriva	tive Securit	ies Be	neficially Owned		
1.Title of Secur (Instr. 4)	ity		2. Amount of Beneficially (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Na Owne (Instr	*		
Common Sto	ock		13,836 <u>(1)</u>		Ι	401(k)		
Common Stock			1,012	1,012		Â	Â		
Restricted Stock			10,302 (2)	10,302 (2)		Â			
Common Stock			887 <u>(3)</u>		Ι	LESOP			

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security	2. Date Exercisable and	3. Title and Amount of	4.	5.	6. Nature of Indirect
(Instr. 4)	Expiration Date	Securities Underlying	Conversion	Ownership	Beneficial

3235-0104

January 31,

2005

0.5

Number:

Expires:

response...

Estimated average burden hours per

	(Month/Day/Year)		Derivative Security (Instr. 4)		or Exercise Price of	Form of Derivative	Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Derivative Security	Security: Direct (D) or Indirect (I) (Instr. 5)	
Stock Appreciation Right	11/15/2007	12/15/2016	Common Stock	2,900	\$ 65.78 <u>(4)</u>	D	Â
Stock Appreciation Right	11/18/2010	12/18/2019	Common Stock	1,600	\$ 37.69 <u>(4)</u>	D	Â
Stock Appreciation Right	11/17/2011	12/17/2020	Common Stock	2,500	\$ 51.86 <u>(4)</u>	D	Â
Stock Appreciation Right	12/02/2012	01/02/2022	Common Stock	4,900	\$ 55.56 <u>(5)</u>	D	Â
Stock Appreciation Right	11/14/2013	12/14/2022	Common Stock	5,800	\$ 70.37 <u>(5)</u>	D	Â
Common Stock Units	(6)	(6)	Common Stock	14,764	\$ <u>(7)</u>	D	Â

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Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
WILLIS J KEVIN 50 E. RIVERCENTER BLVD. COVINGTON, KY 41011	Â	Â	Chief Financial Officer	Â		
Signatures						
/s/ David A. Rines, Attorney-in-Fact	(05/03/2013				

Date

**Signature of Reporting Person

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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) Based on Employee Savings Plan information as of April 26, 2013, the latest date for which such information is reasonably available.
- (2) Represents shares of Restricted Common Stock acquired pursuant to Ashland's stock incentive plans as approved by the shareholders and exempt pursuant to Rule 16b-3.
- (3) Shares accrued under Ashland's Leveraged Employee Stock Ownership Plan as of 4/26/2013.
- (4) 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.
- (5) Stock Appreciation Right granted pursuant to the 2011 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.
- (6) Common Stock Units acquired pursuant to Ashland's Deferred Compensation Plan (the "Plan") and exempt under Rule 16b-3(d). (One (1) Common Stock Unit in the Deferred Compensation Plan is the equivalent of one (1) share of Ashland Common Stock.)

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(**7**) 1 for 1.

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.