SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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	ss of Reporting Perso	n*	2. Issuer Name and Ticker or Trading Symbol Viacom Inc. VIA, VIAB	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
DOOLEY TH	<u>IOMAS E</u>			X	Director	10% Owner			
(Last) (First)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)	Х	Officer (give title below)	Other (specify below)			
1515 BROADW	AY	. ,	09/11/2010		SEVP, COO and CFO				
(Street)			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line)	idual or Joint/Group Filing ((Check Applicable			
NEW YORK	NY	10036		X	Form filed by One Report	ting Person			
1 · /	(State)	(Zip)			Form filed by More than One Reporting Person				

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

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1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code (8)				5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1150.4)		
Class B Common Stock	09/11/2010		М		57,448	A	(1)	59,168	D			
Class B Common Stock	09/11/2010		F		26,552(2)	D	\$33.76	32,616	D			
Class B Common Stock								263,177	Ι	By GRAT ⁽³⁾		
Class B Common Stock								899	Ι	By 401(k)		

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

			(5-)	P ,		,		, - - ,			,				
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. Transa Code (8)		of		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Share Units ⁽⁴⁾	(1)	09/11/2010		М			57,448	(1)	(1)	Class B Common Stock	57,448	(4)	0	D	

Explanation of Responses:

1. Shares of the Issuer's Class B common stock were issued to the Reporting Person on September 11, 2010 upon vesting of the last of four equal annual installments of previously granted Restricted Share Units. On September 10, 2010, the closing price of the Issuer's Class B common stock on the New York Stock Exchange was \$33.76 per share.

2. Represents shares withheld pursuant to the terms of the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated December 2, 2008 (the "LTMIP"), to satisfy tax liability incident to the vesting of, and delivery of shares underlying, the Restricted Share Units.

3. These shares, which were previously reported as directly owned, have been contributed by the Reporting Person to a grantor retained annuity trust.

4. Granted under the LTMIP for no consideration.

Remarks:

<u>/s/ Thomas E. Dooley</u>

** Signature of Reporting Person

<u>09/14/2010</u> Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.