

Lea DeDe  
Form 4  
August 26, 2011

**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 \*  
Lea DeDe

2. Issuer Name and Ticker or Trading Symbol  
Viacom Inc. [VIA, VIAB]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
1515 BROADWAY  
  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
08/25/2011

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

EVP, Government Relations

NEW YORK, NY 10036

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class B Common Stock	08/25/2011		M		30,063	A	\$ 36.78 34,479
Class B Common Stock	08/25/2011		S		30,063	D	\$ 43.8721 4,416 (1)
Class B Common Stock	08/25/2011		M		19,284	A	\$ 35.26 23,700
Class B Common	08/25/2011		S		19,284	D	\$ 43.992 4,416 (1)

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Stock								
Class B Common Stock	08/25/2011		M	6,110	A	\$ 32.55	10,526	D
Class B Common Stock	08/25/2011		S	6,110	D	\$ 43.9338 <u>(1)</u>	4,416	D
Class B Common Stock							979	I By 401(k)

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)

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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Right to Buy) <u>(2)</u>	\$ 36.78	08/25/2011		M	30,063	<u>(3)</u> 05/24/2014	Class B Common Stock 30,063
Employee Stock Option (Right to Buy) <u>(5)</u>	\$ 35.26	08/25/2011		M	19,284	<u>(3)</u> 06/04/2016	Class B Common Stock 19,284
Employee Stock Option (Right to Buy) <u>(7)</u>	\$ 32.55	08/25/2011		M	6,110	<u>(3)</u> 06/08/2018	Class B Common Stock 6,110

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lea DeDe 1515 BROADWAY NEW YORK, NY 10036			EVP, Government Relations	

## Signatures

/s/ Michael D. Fricklas, Attorney-in-Fact for  
DeDe Lea 08/26/2011

\_\_\_\_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).  
The price reported is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$43.87 to \$44.05, inclusive. The Reporting Person undertakes to provide to the staff of the Securities and Exchange Commission, the Issuer or a stockholder of the Issuer, upon request, full information regarding the number of shares sold at each separate price.
- (2) Right to buy under the Viacom Inc. 2006 Long-Term Management Incentive Plan.
- (3) Current.
- (4) Granted under the Viacom Inc. 2006 Long-Term Management Incentive Plan for no consideration.
- (5) Right to buy under the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated as of April 12, 2007.
- (6) Granted under the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated as of April 12, 2007, for no consideration.
- (7) Right to buy under the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated December 2, 2008.
- (8) Granted under the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated December 2, 2008, for no consideration.

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.