

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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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 <u>(1)</u>
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 <u>(1)</u>

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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.

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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 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

