

Davis Wade
Form 4
May 22, 2018

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 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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Davis Wade

(Last) (First) (Middle)

1515 BROADWAY

(Street)

NEW YORK, NY 10036

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

Viacom Inc. [VIA, VIAB]

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

05/18/2018

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
____X____ Officer (give title ____ Other (specify
below) below)

EVP, CFO

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

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 |
| Class B Common Stock | 05/18/2018 | | M | | 8,685 | A | <u>(1)</u> 61,948 <u>(2)</u> |
| Class B Common Stock | 05/18/2018 | | F | | 3,319 <u>(3)</u> | D | \$ 27.24 58,629 D |
| Class B Common Stock | 05/18/2018 | | M | | 9,929 | A | <u>(4)</u> 68,558 D |
| Class B Common | 05/18/2018 | | F | | 3,794 <u>(3)</u> | D | \$ 27.24 64,764 D |

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Stock

Class B

Common 05/20/2018
Stock

M 5,120 A (5) 69,884 D

Class B

Common 05/20/2018
Stock

F 1,956 (3) D \$ 27.24 67,928 D

Class B

Common 544 I By 401(k)
Stock

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

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(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) | | 8. Pr Deriv Secur (Instr | | |
|---|---|---|---|---|---|--|-----|---|--------------------|-----------------------------------|--|-----|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | |
| Restricted Share Units <u>(6)</u> | <u>(1)</u> | 05/18/2018 | | M | | 8,685 | | <u>(1)</u> | <u>(1)</u> | Class B Common Stock | 8,685 | (9) |
| Restricted Share Units <u>(6)</u> | <u>(4)</u> | 05/18/2018 | | M | | 9,929 | | <u>(4)</u> | <u>(4)</u> | Class B Common Stock | 9,929 | (9) |
| Restricted Share Units <u>(7)</u> | <u>(5)</u> | 05/20/2018 | | M | | 5,120 | | <u>(5)</u> | <u>(5)</u> | Class B Common Stock | 5,120 | (9) |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Reporting Owners

Davis Wade
1515 BROADWAY
NEW YORK, NY 10036

EVP, CFO

Signatures

/s/ Christa A. D'Alimonte, Attorney-in-Fact for Wade
Davis

05/22/2018

__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) These shares were issued on May 18, 2018 upon vesting of the second of four equal annual installments of Restricted Share Units ("RSUs") that were granted on May 18, 2016. On the date of vesting, the closing price of the Class B Common Stock on The NASDAQ Global Select Market was \$27.24 per share.

(2) Includes shares of Class B Common Stock acquired by the executive officer in connection with a dividend reinvestment program exempt from Section 16(a).

(3) These shares were withheld by Viacom to satisfy tax liability incident to the vesting of, and delivery of shares underlying, the RSUs, and were not actually sold or otherwise disposed of in an open-market transaction.

(4) These shares were issued on May 18, 2018 upon vesting of the first of four equal annual installments of RSUs that were granted on May 18, 2017. On the date of vesting, the closing price of the Class B Common Stock on The NASDAQ Global Select Market was \$27.24 per share.

(5) These shares were issued on May 20, 2018 upon vesting of the third of four equal annual installments of RSUs that were granted on May 20, 2015. On the date of vesting, the most recent closing price of the Class B Common Stock on The NASDAQ Global Select Market was \$27.24 per share.

(6) Granted under the Viacom Inc. 2016 Long-Term Management Incentive Plan for no consideration.

(7) Granted under the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated as of January 1, 2011, 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.

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