## Edgar Filing: Viacom Inc. - Form 4

| Viacom Inc<br>Form 4<br>August 13,<br><b>FORN</b><br>Check to<br>if no los<br>subject<br>Section<br>Form 4<br>Form 5<br>obligati<br>may co<br><i>See</i> Inst<br>1(b). | OMB AF<br>OMB<br>Number:<br>Expires:<br>Estimated a<br>burden hour<br>response | •   |   |           |             |  |  |   |  |  |
|--|--|---|---|-----------|-------------|--|--|---|--|--|
| (Print or Type   | e Responses)   |   |   |           |             |  |  |   |  |  |
| 1. Name and<br>Davis Wac   | Address of Reporting Person <u>*</u><br>le                                     | 2. Issuer Name <b>a</b><br>Symbol<br>Viacom Inc. [V   |   |           | ng          | 5. Relationship of Reporting Person(s) to<br>Issuer  |  |   |  |  |
| (Last)<br>1515 BRO   | (First) (Middle)<br>ADWAY  | 3. Date of Earliest<br>(Month/Day/Year)<br>08/09/2013 |   |           |             | (Check all applicable)<br>Director 10% Owner<br>X_Officer (give title Other (specify<br>below)<br>EVP, CFO         |  |   |  |  |
| NEW YOF  | (Street)<br>RK, NY 10036   | 4. If Amendment,<br>Filed(Month/Day/Yo                | ndment, Date Original 6. Individual or Joi<br>hth/Day/Year) Applicable Line)<br>_X_ Form filed by O<br>Form filed by Ma<br>Person |           |             |  |  | rson  |  |  |
| (City)   | (State) (Zip)  | Table I - Non   | -Derivative   | Secu      | rities Acqu | iired, Disposed of,  | or Beneficial  | ly Owned  |  |  |
| 1.Title of<br>Security<br>(Instr. 3)   | any  |   | iomr Dispos<br>(Instr. 3, 4   | (A)<br>or |             | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |
| Class B<br>Common<br>Stock   | 08/09/2013   | M   | 4,580   | A         | \$ 22.7     | 11,167   | D  |   |  |  |
| Class B<br>Common<br>Stock   | 08/09/2013   | М   | 18,330  | А         | \$ 32.55    | 29,497   | D  |   |  |  |
| Class B<br>Common<br>Stock   | 08/09/2013   | М   | 12,238  | А         | \$ 49.95    | 41,735   | D  |   |  |  |
| Class B<br>Common  | 08/09/2013   | М   | 8,399   | А         | \$ 47.21    | 50,134   | D  |   |  |  |

| Stock<br>Class B<br>Common 08/09/2013<br>Stock | S | 43,547 D | \$<br>80.2181<br>(1) | 6,587 | D |           |
|--|---|----------|----------------------|-------|---|-----------|
| Class B<br>Common<br>Stock                     |   |          |                      | 485   | Ι | By 401(k) |

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

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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<br>Derivative<br>Security<br>(Instr. 3)  | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | e 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transactio<br>Code<br>(Instr. 8) | 5. Number of<br>orDerivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) |        | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                                     |
|--|---|---|---|--|--|--------|--|--------------------|---|-------------------------------------|
|  |   |   |   | Code V                                 | (A)  | (D)    | Date<br>Exercisable  | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of Shares |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy) (2) | \$ 22.7   | 08/09/2013                              |   | М                                      |  | 4,580  | (3)  | 06/03/2017         | Class B<br>Common<br>Stock  | 4,580                               |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy) (2) | \$ 32.55  | 08/09/2013                              |   | М                                      |  | 18,330 | (3)  | 06/08/2018         | Class B<br>Common<br>Stock  | 18,330                              |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy) (4) | \$ 49.95  | 08/09/2013                              |   | М                                      |  | 12,238 | (3)  | 05/25/2019         | Class B<br>Common<br>Stock  | 12,238                              |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy) (4) | \$ 47.21  | 08/09/2013                              |   | М                                      |  | 8,399  | <u>(3)</u>   | 05/23/2020         | Class B<br>Common<br>Stock  | 8,399                               |

## **Reporting Owners**

| Reporting Owner Name / Address                    | Relationships |            |         |            |  |  |  |  |  |
|---|---------------|------------|---------|------------|--|--|--|--|--|
| 1   | Director      | 10% Owner  | Officer | Other      |  |  |  |  |  |
| Davis Wade<br>1515 BROADWAY<br>NEW YORK, NY 10036 |               |            | EVP, CF | Ō          |  |  |  |  |  |
| Signatures  |               |            |         |            |  |  |  |  |  |
| /s/ Michael D. Fricklas, Attorne<br>Davis         | ey-in-Fac     | t for Wade |         | 08/13/2013 |  |  |  |  |  |
| **Signature of Reportin                           | ng 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 \$80.15 to \$80.34,
 (1) 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) Granted under the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated December 2, 2008, for no consideration.

- (3) Current.
- (4) Granted under the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated 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. 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.