

Viacom Inc.  
Form 4  
November 14, 2014

**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 \*  
DAUMAN PHILIPPE P

(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)  
11/12/2014

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
President and CEO

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (D)  | Price   |
| Class B Common Stock            | 11/12/2014                           |  | M                              |   | 187,500   | A  | Ⓛ   |
| Class B Common Stock            | 11/12/2014                           |  | A                              |   | 93,700  | A  | Ⓛ   |
| Class B Common Stock            | 11/12/2014                           |  | F <sup>(2)</sup>               |   | 156,965   | D  | \$ 69.25  |
| Class B Common                  |                                      |  |                                |   | 947   | 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 | 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 of Number of Shares |
| Performance Restricted Share Units <u>(1)</u> | <u>(1)</u>   | 11/12/2014                           |  | M                   | 187,500   | <u>(1)</u>   | <u>(1)</u>  | Class B Common Stock | 187,500                    |

## Reporting Owners

| Reporting Owner Name / Address                           | Relationships |           |                   |       |
|--|---------------|-----------|-------------------|-------|
|  | Director      | 10% Owner | Officer           | Other |
| DAUMAN PHILIPPE P<br>1515 BROADWAY<br>NEW YORK, NY 10036 | X             |           | President and CEO |       |

## Signatures

/s/ Michael D. Fricklas, Attorney-in-Fact for Philippe P. Dauman

11/14/2014

\*\*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) Shares of the Issuer's Class B Common Stock were issued to the Reporting Person as follows: (i) 187,500 shares were issued upon the vesting of the last of four equal annual installments of the minimum number of shares to be received of previously granted Performance Restricted Share Units (the "PRSUs") and (ii) an additional 93,700 shares were issued upon the certification by the Compensation Committee of the Issuer's Board of Directors on November 12, 2014 of the vesting of additional PRSUs based on the attainment of specified performance criteria for the Issuer's fiscal year 2014. The PRSUs were granted to the Reporting Person for no consideration on April 14, 2010. On November 12, 2014, the closing price of the Issuer's Class B Common Stock on The NASDAQ Global Select Market was \$69.25 per share.

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- (2) Represents shares withheld pursuant to the terms of the Viacom Inc. 2006 Long-Term Management Incentive Plan, as amended and restated as of December 2, 2008 (the "LTMIP"), to satisfy tax liability incident to the vesting of, and delivery of shares underlying, the PRSUs.
- (3) Granted under the LTMIP for no consideration.

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