Edgar Filing: Viacom Inc. - Form 4

Viacom Inc. Form 4 August 13, 2007 OMB APPROVAL FORN4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 OMB APPROVAL Check this box if no longer subject to Section 16. STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Section 16. OMB Marrow Form 4 or Form 5 obligations may continue. See Instruction 1(b). Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, subject to in 17(a) of the Public Utility Holding Company Act of 1935 or Section 16(b). Stimated average burden hours per response										
(Print or Type] 1. Name and A Kraft Rober	Name and Inc. [VIA			ıg	5. Relationship of Reporting Person(s) to Issuer					
(Last) 1515 BROA	3. Date of (Month/Da	3. Date of Earliest Transaction (Month/Day/Year) 08/09/2007					(Check all applicable) <u>X</u> Director Officer (give title 10% Owner below) Other (specify below)			
(Street) 4. If Amend Filed(Month NEW YORK, NY 10036				-	I		6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State) (Zip)	Table	e I - Non-D	erivative	Secur	ities Aca	uired, Disposed of	or Beneficial	lv Owned	
1.Title of Security (Instr. 3)	(Month/Day/Year) Execut any	ransaction Date 2A. Deemed nth/Day/Year) Execution Date, if			ties Ad sposed 4 and (A) or	cquired d of (D) 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	ecurities Form: Direct Ind eneficially (D) or Be bound Indirect (I) Ov ollowing (Instr. 4) (Ir eported ransaction(s)		
Class B Common Stock	08/09/2007		Code V P	500	(D) A	Price \$ 37.19	42,325	I	By KPC US Equity LLC (1)	
Class B Common Stock	08/09/2007		Р	500	Α	\$ 37.2	42,825	I	By KPC US Equity LLC (1)	
Class B Common Stock	08/09/2007		Р	500	А	\$ 37.38	43,325	I	By KPC US Equity LLC (1)	
Class B Common Stock	08/09/2007		Р	500	А	\$ 37.5	43,825	I	By KPC US Equity LLC (1)	

Class B Common Stock	08/09/2007	Р	500	А	\$ 37.6	44,325	Ι	By KPC US Equity LLC (1)
Class B Common Stock	08/09/2007	Р	500	A	\$ 37.85	44,825	Ι	By KPC US Equity LLC (<u>1)</u>
Class B Common Stock	08/09/2007	Р	1,000	А	\$ 37.87	45,825	Ι	By KPC US Equity LLC (1)
Class B Common Stock	08/09/2007	Р	500	А	\$ 37.9	46,325	I	By KPC US Equity LLC (1)
Class B Common Stock	08/09/2007	Р	500	А	\$ 37.95	46,825	I	By KPC US Equity LLC (1)

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
 (e.g., puts, calls, warrants, options, convertible securities)

1. Title	of 2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exer	cisable and	7. Tit	le and	8. Price of	9. Nu
Derivat	ive Conversio	n (Month/Day/Year)	Execution Date, if	Transacti	orNumber	Expiration D	Expiration Date		unt of	Derivative	Deriv
Security	y or Exercis	e	any	Code	of	(Month/Day	/Year)	Unde	rlying	Security	Secu
(Instr. 3	B) Price of		(Month/Day/Year)	(Instr. 8) Derivative Securities		;		Secur	ities	(Instr. 5)	Bene
	Derivativo	2				5	(Instr. 3 and 4)		Owne		
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address

Relationships

10% Owner Officer Other

Director

Х

Kraft Robert K 1515 BROADWAY NEW YORK, NY 10036

Reporting Owners

Signatures

By: Michael D. Fricklas, Attorney-in-Fact

08/13/2007

<u>**</u>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 are owned directly by KPC US Equity LLC, which is under the sole control of the reporting person, and may be deemed to be beneficially owned by the reporting person.

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.