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January 20, 2011

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, N.W.  
Washington, D.C. 20554

RE: MB Docket No. 10-190  
Notice of *Ex Parte* Communication

Dear Ms. Dortch:

On January 19, 2011, the undersigned together with Keith Murphy, Vice President, Government Relations, Viacom Inc., and Aaron Panner of Kellogg, Huber, Hansen, Todd, Evans & Figel, P.L.L.C., representing Skechers USA, Inc., met with Josh Gottheimer and Marilyn Sonn of Chairman Genachowski's office to discuss matters relating to the above-captioned proceeding. The meeting covered subjects already set forth in the parties' comments and other written materials in this proceeding.

This letter is being submitted electronically in the above-referenced docket, which has been granted permit-but-disclose status, pursuant to Section 1.1206(b) of the Commission's Rules.

Marlene H. Dortch  
January 20, 2011  
Page 2

Should you have any questions concerning this submission, kindly contact the undersigned.

Respectfully submitted,

/s/

Jared S. Sher  
*Counsel to Viacom Inc.*

cc: Josh Gottheimer  
Marilyn Sonn