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February 8, 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 February 7, 2011, the undersigned together with Antoinette Cook Bush of this Firm, representing Viacom Inc. and MTV Networks, and Aaron Panner of Kellogg, Huber, Hansen, Todd, Evans & Figel, P.L.L.C., representing Skechers USA, Inc., met with the following Commission staff to discuss matters relating to the above-captioned proceeding: Austin Schlick, Jacob Lewis, Julie Veach, William Scher, Susan Aaron, Mary Beth Murphy, Kim Mathews, David Konczal, and Holly Saurer. 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.

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

Respectfully submitted,

/s/

Jared S. Sher
Counsel to Viacom Inc. and MTV Networks

cc: Austin Schlick
Jacob Lewis
Julie Veach
William Scher
Susan Aaron
Mary Beth Murphy
Kim Mathews
David Konczal
Holly Saurer