

Google Inc.
Form 4
July 29, 2014

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 *
SCHMIDT ERIC E

(Last) (First) (Middle)

C/O GOOGLE INC., 1600
AMPHITHEATRE PARKWAY

(Street)

MOUNTAIN VIEW, CA 94043

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
Google Inc. [GOOG]

3. Date of Earliest Transaction
(Month/Day/Year)
07/25/2014

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)

Executive Chairman of Board

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Class C Capital Stock | 07/25/2014 | | S | 182 | D \$ 554.6184 (1) | 13,602 | I By The Schmidt Family Foundation |
| Class C Capital Stock | 07/25/2014 | | S | 402 | D \$ 555.5822 (2) | 13,200 | I By The Schmidt Family Foundation |
| Class C Capital Stock | 07/25/2014 | | S | 685 | D \$ 556.4259 (3) | 12,515 | I By The Schmidt Family Foundation |

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| | | | | | | | | |
|-----------------------------|------------|---|-------|---|------------------------|--------|---|---|
| Class C Capital Stock | 07/25/2014 | S | 670 | D | \$ 557.6111 (4) | 11,845 | I | By The Schmidt Family Foundation |
| Class C Capital Stock | 07/25/2014 | S | 818 | D | \$ 558.2979 (5) | 11,027 | I | By The Schmidt Family Foundation |
| Class C Capital Stock | 07/25/2014 | S | 1,058 | D | \$ 559.6656 (6) | 9,969 | I | By The Schmidt Family Foundation |
| Class C Capital Stock | 07/25/2014 | S | 1,026 | D | \$ 560.2909 (7) | 8,943 | I | By The Schmidt Family Foundation |
| Class C Capital Stock | 07/25/2014 | S | 357 | D | \$ 561.6036 (8) | 8,586 | I | By The Schmidt Family Foundation |
| Class C Capital Stock | 07/25/2014 | S | 226 | D | \$ 562.4128 (9) | 8,360 | I | By The Schmidt Family Foundation |
| Class C Capital Stock | 07/25/2014 | S | 873 | D | \$ 563.6562 (10) | 7,487 | I | By The Schmidt Family Foundation |
| Class C Capital Stock | 07/25/2014 | S | 595 | D | \$ 564.3016 (11) | 6,892 | I | By The Schmidt Family Foundation |
| Class A Common Stock | 07/25/2014 | S | 60 | D | \$ 595.8825 (12) | 13,724 | I | By The Schmidt Family Foundation |
| Class A Common Stock | 07/25/2014 | S | 1,771 | D | \$ 596.7299 (13) | 11,953 | I | By The Schmidt Family Foundation |
| Class A Common Stock | 07/25/2014 | S | 2,829 | D | \$ 597.4049 (14) | 9,124 | I | By The Schmidt Family Foundation |
| | 07/25/2014 | S | 209 | D | | 8,915 | I | |

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| | | | | | | | | | |
|----------------------------|------------|---|-------|---|-------------------------------|-------|--|---|---|
| Class A Common Stock | | | | | \$ 598.41 <u>(15)</u> | | | | By The Schmidt Family Foundation |
| Class A Common Stock | 07/25/2014 | S | 1,830 | D | \$ 599.4076 <u>(16)</u> | 7,085 | | I | By The Schmidt Family Foundation |
| Class A Common Stock | 07/25/2014 | S | 193 | D | \$ 600.5998 <u>(17)</u> | 6,892 | | I | By The Schmidt Family Foundation |

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 (Instr. 8) | 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) | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr |
|---|--|---|---|--------------------------------------|--|--|---|---|--|
|---|--|---|---|--------------------------------------|--|--|---|---|--|

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|-----------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| SCHMIDT ERIC E C/O GOOGLE INC. 1600 AMPHITHEATRE PARKWAY MOUNTAIN VIEW, CA 94043 | X | | Executive Chairman of Board | |

Signatures

/s/ Valentina Margulis, as attorney-in-fact for Eric E.
Schmidt

07/29/2014

__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) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$554.29 to \$555.00, inclusive. The Reporting Person undertakes to provide to any security holder of Google Inc. or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnotes (1) through (18) to this Form 4.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$555.01 to \$556.00, inclusive.
- (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$556.01 to \$557.00, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$557.01 to \$558.00, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$558.01 to \$559.00, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$559.01 to \$560.00, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$560.01 to \$561.00, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$561.01 to \$562.00, inclusive.
- (9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$562.01 to \$563.00, inclusive.
- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$563.01 to \$564.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$564.01 to \$565.00, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$595.01 to \$596.00, inclusive.
- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$596.01 to \$597.00, inclusive.
- (14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$597.01 to \$598.00, inclusive.
- (15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$598.01 to \$599.00, inclusive.
- (16) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$599.01 to \$600.00, inclusive.
- (17) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$600.01 to \$601.00, inclusive.

Remarks:

This Form 4 is one of six Form 4s filed on July 29, 2014 for transactions effected by the Reporting Person on July 25, 2014. A
Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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