Google Inc. Form 4 July 31, 200 FORN Check th if no lor subject to Section Form 4 Form 5 obligation may cor	A 4 UNITED STAT	Wasl OF CHANC	hington, GES IN 1 SECUR	D.C. 20 BENEF ITIES	9 549 ICIA ties E	L OWN	ERSHIP OF	OMB Number: Expires: Estimated a burden hour response	
See Inst 1(b).		h) of the Inv	vestment	Compar	ny Ac	t of 1940	0		
(Print or Type	Responses)								
1. Name and A	Address of Reporting Person <u>*</u> ERIC E	Symbol	Name and		Tradi		5. Relationship of I Issuer	Reporting Pers	on(s) to
(Last) (First) (Middle) 3. Date (Month/			ogle Inc. [GOOG] ate of Earliest Transaction nth/Day/Year) 27/2007				(Check all applicable) <u>X</u> _ Director X_ Officer (give title <u></u>		
MOUNTA	(Street) IN VIEW, CA 94043	4. If Amen Filed(Mont		-	1		6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by Mo Person	ne Reporting Per	son
(City)	(State) (Zip)	Table	I - Non-D	erivative	Secur	ities Acqu	iired, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	Security (Month/Day/Year) Execution Date, if			4. Securit r(A) or Di (Instr. 3,	spose	d of (D)	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)
Class A Common Stock (1)	07/27/2007		Code V S	Amount 265	(D) D	Price \$ 508.28		I	By Trust
Class A Common Stock (1)	07/27/2007		S	5	D	\$ 508.29	26,988	I	By Trust
Class A Common Stock (1)	07/27/2007		S	106	D	\$ 508.3	26,882	I	By Trust
Class A Common	07/27/2007		S	212	D	\$ 508.31	26,670	Ι	By Trust

Stock (1)

Class A Common Stock (1)	07/27/2007	S	212	D	\$ 508.32 26,458	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	53	D	\$ 508.33 26,405	I	By Trust
Class A Common Stock (1)	07/27/2007	S	53	D	\$ 508.34 26,352	I	By Trust
Class A Common Stock (1)	07/27/2007	S	106	D	\$ 26,246	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	106	D	\$ 508.36 26,140	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	159	D	\$ 508.38 25,981	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	106	D	\$ 508.39 25,875	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	60	D	\$ 508.4 25,815	I	By Trust
Class A Common Stock (1)	07/27/2007	S	291	D	\$ 508.41 25,524	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	159	D	\$ 508.42 25,365	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	157	D	\$ 508.44 25,208	I	By Trust
Class A Common Stock (1)	07/27/2007	S	689	D	\$ 508.45 24,519	I	By Trust
Class A Common Stock (1)	07/27/2007	S	211	D	\$ 508.46 24,308	I	By Trust
Class A Common Stock (1)	07/27/2007	S	265	D	\$ 508.47 24,043	Ι	By Trust

Class A Common Stock (1)	07/27/2007	S	371	D	\$ 508.48 23,672	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	768	D	\$ 508.5 22,904	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	211	D	\$ 508.51 22,693	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	106	D	\$ 508.53 22,587	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	105	D	\$ 508.55 22,482	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	53	D	\$ 508.56 22,429	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	159	D	\$ 508.59 22,270	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	397	D	\$ 508.6 21,873	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	112	D	\$ 508.62 21,761	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	53	D	\$ 508.63 21,708	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	2	D	\$ 508.65 21,706	Ι	By Trust
Class A Common Stock (1)	07/27/2007	S	106	D	\$ 508.67 21,600	Ι	By Trust

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 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. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Amou Unde Secur	le and unt of rlying rities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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	Х	Х	CEO, Chairman of Exec. Comm.						
Signatures									
/s/Rumit Kanakia as Attorney-in-Fact for E Schmidt	Eric E.	07/31/2007	7						
<u>**</u> Signature of Reporting Person		Date							
Explanation of Respons	es:								

* 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) Each share of Class A Common Stock issued upon conversion of one share of Class B Common Stock at election of reporting person.

Remarks:

Related transactions effected by the Reporting Person on July 27, 2007 are reported on additional Forms 4 filed on July 31, 20

All of the sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan.

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.