

Google Inc.
Form 4
March 27, 2014

FORM 4

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

OMB APPROVAL

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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)
03/25/2014

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| Class A Common Stock | 03/25/2014 | | S | 57 D | \$ 1,147 157,167 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | | S | 226 D | \$ 1,147.5525 156,941 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | | S | 566 D | \$ 1,148.65 156,375 | I | By Schmidt Science and Philanthropic Foundation |

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| | | | | | | | | |
|----------------------------|------------|---|-------|---|---------------------------------|---------|---|--|
| Class A Common Stock | 03/25/2014 | S | 736 | D | \$ 1,149.4131 <u>(3)</u> | 155,639 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 849 | D | \$ 1,150.576 <u>(4)</u> | 154,790 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 509 | D | \$ 1,151.5189 <u>(5)</u> | 154,281 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 283 | D | \$ 1,152.69 <u>(6)</u> | 153,998 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 884 | D | \$ 1,153.4653 <u>(7)</u> | 153,114 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 905 | D | \$ 1,154.4788 <u>(8)</u> | 152,209 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 566 | D | \$ 1,155.527 <u>(9)</u> | 151,643 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 890 | D | \$ 1,156.602 <u>(10)</u> | 150,753 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 3,683 | D | \$ 1,157.5872 <u>(11)</u> | 147,070 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 3,580 | D | \$ 1,158.4682 <u>(12)</u> | 143,490 | I | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 2,267 | D | \$ 1,159.4849 <u>(13)</u> | 141,223 | I | By Schmidt Science and Philanthropic Foundation |
| | 03/25/2014 | S | 1,876 | D | | 139,347 | I | |

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|--|------------|---|-------|---|---------------------------------|---------|---|--|--|
| Class A Common Stock | | | | | \$ 1,160.5956 <u>(14)</u> | | | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 1,188 | D | \$ 1,161.4748 <u>(15)</u> | 138,159 | I | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 743 | D | \$ 1,162.4 <u>(16)</u> | 137,416 | I | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 849 | D | \$ 1,163.59 <u>(17)</u> | 136,567 | I | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 342 | D | \$ 1,164.44 <u>(18)</u> | 136,225 | I | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 849 | D | \$ 1,165.53 <u>(19)</u> | 135,376 | I | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 2,037 | D | \$ 1,166.63 <u>(20)</u> | 133,339 | I | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 1,710 | D | \$ 1,167.42 <u>(21)</u> | 131,629 | I | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 496 | D | \$ 1,168.43 <u>(22)</u> | 131,133 | I | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock | 03/25/2014 | S | 113 | D | \$ 1,169.34 <u>(23)</u> | 131,020 | I | | By Schmidt Science and Philanthropic Foundation |
| Class A Common Stock <u>(24)</u> | | | | | | 39,992 | D | | |
| Class A Common | | | | | | 34,460 | I | | By The Schmidt |

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| | | | | | | |
|-------------------------------|--|--------|--|---|--|-------------------|
| Stock | | | | | | Family Foundation |
| Google Stock Unit <u>(25)</u> | | 22,730 | | D | | |
| Google Stock Unit <u>(26)</u> | | 87,862 | | D | | |
| Google Stock Unit <u>(27)</u> | | 2,067 | | D | | |
| Google Stock Unit <u>(28)</u> | | 1,094 | | D | | |

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.

SEC 1474
(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 Underlying Security (Instr. 3) | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Class B Common Stock | \$ 0 | | | | | <u>(29)</u> | <u>(30)</u> | Class A Common Stock | 1,194,309 |
| Class B Common Stock | \$ 0 | | | | | <u>(29)</u> | <u>(30)</u> | Class A Common Stock | 152,182 |
| Class B Common Stock | \$ 0 | | | | | <u>(29)</u> | <u>(30)</u> | Class A Common Stock | 701,411 |
| | \$ 0 | | | | | <u>(29)</u> | <u>(30)</u> | | 2,524,750 |

Class B
Common
Stock

Class A
Common
Stock

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

03/27/2014

__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 \$1,147.01 to \$1,148.00, 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 (23) 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 \$1,148.01 to \$1,149.00, inclusive.
- (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,149.01 to \$1,150.00, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,150.01 to \$1,151.00, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,151.01 to \$1,152.00, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,152.01 to \$1,153.00, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,153.01 to \$1,154.00, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,154.01 to \$1,155.00, inclusive.
- (9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,155.01 to \$1,156.00, inclusive.
- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,156.01 to \$1,157.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,157.01 to \$1,158.00, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,158.01 to \$1,159.00, inclusive.

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- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,159.01 to \$1,160.00, inclusive.
- (14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,160.01 to \$1,161.00, inclusive.
- (15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,161.01 to \$1,162.00, inclusive.
- (16) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,162.01 to \$1,163.00, inclusive.
- (17) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,163.01 to \$1,164.00, inclusive.
- (18) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,164.01 to \$1,165.00, inclusive.
- (19) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,165.01 to \$1,166.00, inclusive.
- (20) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,166.01 to \$1,167.00, inclusive.
- (21) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,167.01 to \$1,168.00, inclusive.
- (22) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,168.01 to \$1,169.00, inclusive.
- (23) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,169.01 to \$1,170.00, inclusive.
- (24) Each share of Class A Common Stock was issued upon the conversion of one share of Class B Common Stock at the election of Reporting Person.

The Google Stock Units ("GSUs") entitle the Reporting Person to receive one share of Google Inc.'s Class A Common Stock for each share underlying the GSU as the GSU vests. The GSUs vest as follows: 1/4th of the GSUs shall vest 12 months after vesting commencement date and 1/16th each quarter thereafter until the units are fully vested, subject to continued employment with Google on the applicable vesting dates.
- (26) The GSUs vest as follow: 1/16th of the GSUs will vest on May 25, 2015, and an additional 1/16th will vest quarterly on the 25th day of the month until GSUs are fully vested, subject to continued employment on such vesting dates.
- (27) The GSUs vest as follows: 5/8 of the 8,266 shares vest on September 25, 2013 and 1/16th of the remaining GSUs will vest on November 2, 2013 and each quarter thereafter, subject to continued employment on the applicable vesting dates.

The GSUs vest as follows: 31/48 of the 4,773 shares vest on September 25, 2013 and 1/48th of the remaining GSUs will vest on October 2, 2013 and each month thereafter until the GSUs are fully vested, subject to continued employment with Google on the applicable vesting dates.
- (29) All shares are exercisable as of the transaction date.
- (30) There is no expiration date for the Issuer's Class B Common Stock.

Remarks:

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