

Google Inc.
Form 4
August 28, 2012

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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)
08/28/2012

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 Ownership (Instr. 4) |
|-------------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | Code | V | Amount (A) or (D) Price | | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | | C | | 37,500 A \$ 0 | 37,500 | I By Trust |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | | S | | 1,875 D \$ 665 | 35,625 | I By Trust |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | | S | | 225 D \$ 665.71 ⁽²⁾ | 35,400 | I By Trust |
| Class A Common | 08/28/2012 | | S | | 600 D \$ 666.8613 | 34,800 | I By Trust |

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| | | | | | | | | | |
|---|------------|---|--------|---|-----------------------------------|--------|---|---------------------------------|--|
| Stock ⁽¹⁾ | | | | | ⁽³⁾ | | | | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 1,538 | D | \$ 667.6342 ⁽⁴⁾ | 33,262 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 819 | D | \$ 668.4026 ⁽⁵⁾ | 32,443 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 150 | D | \$ 669.515 ⁽⁶⁾ | 32,293 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 525 | D | \$ 670.5457 ⁽⁷⁾ | 31,768 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 894 | D | \$ 671.6279 ⁽⁸⁾ | 30,874 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 1,587 | D | \$ 672.4204 ⁽⁹⁾ | 29,287 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 1,800 | D | \$ 673.586 ⁽¹⁰⁾ | 27,487 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 2,357 | D | \$ 674.5751 ⁽¹¹⁾ | 25,130 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 3,483 | D | \$ 675.4444 ⁽¹²⁾ | 21,647 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 12,608 | D | \$ 676.5804 ⁽¹³⁾ | 9,039 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 9,039 | D | \$ 677.2487 ⁽¹⁴⁾ | 0 | I | By Trust | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | C | 9,750 | A | \$ 0 | 9,750 | I | By Limited Partnership II | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 488 | D | \$ 665 | 9,262 | I | By Limited Partnership II | |
| Class A Common Stock ⁽¹⁾ | 08/28/2012 | S | 59 | D | \$ 665.71 ⁽²⁾ | 9,203 | I | By Limited Partnership II | |

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| | | | | | | | | |
|---------------------------------------|------------|---|-----|---|------------------------------|--------|---|---------------------------------|
| Class A Common Stock <u>(1)</u> | 08/28/2012 | S | 156 | D | \$ 666.8613 <u>(3)</u> | 9,047 | I | By Limited Partnership II |
| Class A Common Stock <u>(1)</u> | 08/28/2012 | S | 400 | D | \$ 667.6342 <u>(4)</u> | 8,647 | I | By Limited Partnership II |
| Class A Common Stock <u>(1)</u> | 08/28/2012 | S | 213 | D | \$ 668.4026 <u>(5)</u> | 8,434 | I | By Limited Partnership II |
| Class A Common Stock <u>(1)</u> | 08/28/2012 | S | 39 | D | \$ 669.515 <u>(6)</u> | 8,395 | I | By Limited Partnership II |
| Class A Common Stock <u>(1)</u> | 08/28/2012 | S | 137 | D | \$ 670.5457 <u>(7)</u> | 8,258 | I | By Limited Partnership II |
| Class A Common Stock <u>(1)</u> | 08/28/2012 | S | 232 | D | \$ 671.6279 <u>(8)</u> | 8,026 | I | By Limited Partnership II |
| Class A Common Stock <u>(1)</u> | 08/28/2012 | S | 413 | D | \$ 672.4204 <u>(9)</u> | 7,613 | I | By Limited Partnership II |
| Class A Common Stock <u>(1)</u> | 08/28/2012 | S | 468 | D | \$ 673.586 <u>(10)</u> | 7,145 | I | By Limited Partnership II |
| Class A Common Stock <u>(1)</u> | | | | | | 18,350 | D | |
| Class A Common Stock <u>(1)</u> | | | | | | 42,059 | I | By Family Foundation |
| Google Stock Unit <u>(15)</u> | | | | | | 56,825 | D | |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of Derivative Securities | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|------------------------------------|--|---|
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|------------------------------------|--|---|

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| (Instr. 3) | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
|---|------------------------------|------------------|------------|--|------|---|-----|-----|------------------|-----------------|----------------------|----------------------------|
| Class B Common Stock | \$ 0 | 08/28/2012 | C | 37,500 | | | | | (16) | (17) | Class A Common Stock | 37,500 |
| Class B Common Stock | \$ 0 | 08/28/2012 | C | 9,750 | | | | | (16) | (17) | Class A Common Stock | 9,750 |
| Class B Common Stock | \$ 0 | | | | | | | | (16) | (17) | Class A Common Stock | 1,194,300 |
| Class B Common Stock | \$ 0 | | | | | | | | (16) | (17) | Class A Common Stock | 253,252 |
| Option To Purchase Class A Common Stock | \$ 612 | | | | | | | | (18) | 02/02/2021 | Class A Common Stock | 181,840 |

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

08/28/2012

__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) 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.

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- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$665.01 to \$666.00, inclusive.
- (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$666.01 to \$667.00, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$667.01 to \$668.00, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$668.01 to \$669.00, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$669.01 to \$670.00, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$670.01 to \$671.00, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$671.01 to \$672.00, inclusive.
- (9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$672.01 to \$673.00, inclusive.
- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$673.01 to \$674.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$674.01 to \$675.00, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$675.01 to \$676.00, inclusive.
- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$676.01 to \$677.00, inclusive.
- (14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$677.01 to \$678.00, inclusive.
- (15) 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.
- (16) All shares are exercisable as of the transaction date.
- (17) There is no expiration date for the Issuer's Class B Common Stock.
- (18) The option provided for vesting as follows: 25% of the option shall vest 12 months after vesting commencement date and 1/48th of shares shall vest each month thereafter until the option is fully vested, subject to continued employment with Google on the applicable vesting dates.

Remarks:

This Form 4 is one of three Form 4s filed on August 28, 2012 for transactions effected by the Reporting Person on August 28,

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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