

Google Inc.  
Form 4  
May 28, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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)  
05/23/2014

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 <sup>(1)</sup>	05/23/2014		S	14	D 543.9181	151,368	I	By Schmidt Investments LP
					<u>(2)</u>			
Class C Capital Stock <sup>(1)</sup>	05/23/2014		S	55	D 544.4566	151,313	I	By Schmidt Investments LP
					<u>(3)</u>			
Class C Capital Stock <sup>(1)</sup>	05/23/2014		S	116	D 545.4823	151,197	I	By Schmidt Investments LP
					<u>(4)</u>			
Class C Capital	05/23/2014		S	59	D \$ 546.4055	151,138	I	By Schmidt Investments

Edgar Filing: Google Inc. - Form 4

Stock <sup>(1)</sup>					<sup>(5)</sup>			LP
Class C Capital Stock <sup>(1)</sup>	05/23/2014	S	90	D	\$ 547.5376 <sup>(6)</sup>	151,048	I	By Schmidt Investments LP
Class C Capital Stock <sup>(1)</sup>	05/23/2014	S	170	D	\$ 548.5405 <sup>(7)</sup>	150,878	I	By Schmidt Investments LP
Class C Capital Stock <sup>(1)</sup>	05/23/2014	S	98	D	\$ 549.3742 <sup>(8)</sup>	150,780	I	By Schmidt Investments LP
Class C Capital Stock <sup>(1)</sup>	05/23/2014	S	50	D	\$ 550.6431 <sup>(9)</sup>	150,730	I	By Schmidt Investments LP
Class C Capital Stock <sup>(1)</sup>	05/23/2014	S	16	D	\$ 551.5671 <sup>(10)</sup>	150,714	I	By Schmidt Investments LP
Class C Capital Stock <sup>(1)</sup>	05/23/2014	S	97	D	\$ 552.6485 <sup>(11)</sup>	150,617	I	By Schmidt Investments LP
Class C Capital Stock <sup>(1)</sup>	05/23/2014	S	35	D	\$ 553.224 <sup>(12)</sup>	150,582	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	C	800	A	\$ 0	800	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	21	D	\$ 554.6184 <sup>(14)</sup>	779	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	47	D	\$ 555.5822 <sup>(15)</sup>	732	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	79	D	\$ 556.4259 <sup>(16)</sup>	653	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	78	D	\$ 557.6111 <sup>(17)</sup>	575	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	95	D	\$ 558.2979 <sup>(18)</sup>	480	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	124	D	\$ 559.6656 <sup>(19)</sup>	356	I	By Schmidt Investments LP

Edgar Filing: Google Inc. - Form 4

Class A Common Stock <sup>(13)</sup>	05/23/2014	S	119	D	\$ 560.2909 <sup>(20)</sup>	237	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	41	D	\$ 561.6036 <sup>(21)</sup>	196	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	26	D	\$ 562.4128 <sup>(22)</sup>	170	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	101	D	\$ 563.6562 <sup>(23)</sup>	69	I	By Schmidt Investments LP
Class A Common Stock <sup>(13)</sup>	05/23/2014	S	69	D	\$ 564.3016 <sup>(24)</sup>	0	I	By Schmidt Investments LP
Class C Google Stock Unit <sup>(25)</sup>						1,550	D	
Class C Google Stock Unit <sup>(26)</sup>						895	D	
Class A Google Stock Unit <sup>(27)</sup>						1,550	D	
Class A Google Stock Unit <sup>(28)</sup>						895	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	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)
--	--	--------------------------------------	--	--------------------------------	--	--	---	--



## Edgar Filing: Google Inc. - Form 4

- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$549.01 to \$550.00, inclusive.
- (9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$550.01 to \$551.00, inclusive.
- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$551.01 to \$552.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$552.01 to \$553.00, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$553.01 to \$554.00, inclusive.
- (13) 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.
- (14) 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.
- (15) 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.
- (16) 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.
- (17) 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.
- (18) 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.
- (19) 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.
- (20) 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.
- (21) 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.
- (22) 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.
- (23) 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.
- (24) 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.
- (25) This grant vests as follows: 5/8 of the 8,266 shares vest on September 25, 2013 and 1/16th of the remaining grant will vest on November 2, 2013 and each quarter thereafter, subject to continued employment on the applicable vesting dates.  
This grant vests as follows: 31/48 of the 4,773 shares vest on September 25, 2013 and 1/48th of the remaining shares will vest on October 2, 2013 and each month thereafter until the entire grant is fully vested, subject to continued employment with Google on the applicable 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 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: 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.
- (28) All shares are exercisable as of the transaction date.
- (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.