

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 ⁽¹⁾	05/23/2014		S	48	D 543.9181 ⁽²⁾	698,588	I By Schmidt Investments LP Fund II
Class C Capital Stock ⁽¹⁾	05/23/2014		S	192	D 544.4566 ⁽³⁾	698,396	I By Schmidt Investments LP Fund II
Class C Capital Stock ⁽¹⁾	05/23/2014		S	401	D 545.4823 ⁽⁴⁾	697,995	I By Schmidt Investments LP Fund II
Class C Capital	05/23/2014		S	204	D \$ 546.4055	697,791	I By Schmidt Investments

Edgar Filing: Google Inc. - Form 4

Stock ⁽¹⁾					⁽⁵⁾			LP Fund II
Class C Capital Stock ⁽¹⁾	05/23/2014	S	312	D	\$ 547.5376	697,479	I	By Schmidt Investments LP Fund II
Class C Capital Stock ⁽¹⁾	05/23/2014	S	593	D	\$ 548.5405	696,886	I	By Schmidt Investments LP Fund II
Class C Capital Stock ⁽¹⁾	05/23/2014	S	341	D	\$ 549.3742	696,545	I	By Schmidt Investments LP Fund II
Class C Capital Stock ⁽¹⁾	05/23/2014	S	174	D	\$ 550.6431	696,371	I	By Schmidt Investments LP Fund II
Class C Capital Stock ⁽¹⁾	05/23/2014	S	54	D	\$ 551.5671	696,317	I	By Schmidt Investments LP Fund II
Class C Capital Stock ⁽¹⁾	05/23/2014	S	336	D	\$ 552.6485	695,981	I	By Schmidt Investments LP Fund II
Class C Capital Stock ⁽¹⁾	05/23/2014	S	120	D	\$ 553.224	695,861	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	C	2,775	A	\$ 0	2,775	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	73	D	\$ 554.6184	2,702	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	162	D	\$ 555.5822	2,540	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	276	D	\$ 556.4259	2,264	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	270	D	\$ 557.6111	1,994	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	330	D	\$ 558.2979	1,664	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	425	D	\$ 559.6656	1,239	I	By Schmidt Investments LP Fund II

Edgar Filing: Google Inc. - Form 4

Class A Common Stock ⁽¹³⁾	05/23/2014	S	412	D	\$ 560.2909 ⁽²⁰⁾	827	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	144	D	\$ 561.6036 ⁽²¹⁾	683	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	91	D	\$ 562.4128 ⁽²²⁾	592	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	352	D	\$ 563.6562 ⁽²³⁾	240	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹³⁾	05/23/2014	S	240	D	\$ 564.3016 ⁽²⁴⁾	0	I	By Schmidt Investments LP Fund II

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 or Value of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	\$ 0	05/23/2014		C	2,775	⁽²⁵⁾ ⁽²⁶⁾	Class A Common Stock	2,775 \$

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
	X		Executive Chairman of Board	

SCHMIDT ERIC E
C/O GOOGLE INC.
1600 AMPHITHEATRE PARKWAY
MOUNTAIN VIEW, CA 94043

Signatures

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

05/28/2014

__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) This stock was received by the Reporting Person pursuant to a stock dividend declared by Google Inc. on January 29, 2014. As a result of the dividend, all holders of record of Class A Common Stock and Class B Common Stock on March 27, 2014 received on April 2, 2014 one share of Class C Capital Stock for each share of Class A Common Stock outstanding and one share of Class C Capital Stock for each share of Class B Common Stock outstanding.

(2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$543.84 to \$544.00, 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 (2) through (24) to this Form 4.

(3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$544.01 to \$545.00, inclusive.

(4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$545.01 to \$546.00, inclusive.

(5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$546.01 to \$547.00, inclusive.

(6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$547.01 to \$548.00, inclusive.

(7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$548.01 to \$549.00, inclusive.

(8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$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.

Edgar Filing: Google Inc. - Form 4

- (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) All shares are exercisable as of the transaction date.
- (26) 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.