

Google Inc.  
Form 4  
October 31, 2012

**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)  
10/31/2012

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 Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class A Common Stock <sup>(1)</sup>	10/31/2012		C		37,500 A \$ 0	37,500	I By Trust
Class A Common Stock <sup>(1)</sup>	10/31/2012		S		2,213 D \$ 675.71 <sup>(2)</sup>	35,287	I By Trust
Class A Common Stock <sup>(1)</sup>	10/31/2012		S		3,226 D \$ 676.62 <sup>(3)</sup>	32,061	I By Trust
Class A Common	10/31/2012		S		8,547 D \$ 677.65	23,514	I By Trust

Edgar Filing: Google Inc. - Form 4

Stock <sup>(1)</sup>					<sup>(4)</sup>				
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	17,518	D	\$ <u>(5)</u> 678.47	5,996	I	By Trust	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	5,397	D	\$ <u>(6)</u> 679.43	599	I	By Trust	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	599	D	\$ <u>(7)</u> 680.39	0	I	By Trust	
Class A Common Stock <sup>(1)</sup>	10/31/2012	C	9,750	A	\$ 0	9,750	I	By Limited Partnership II	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	575	D	\$ <u>(2)</u> 675.71	9,175	I	By Limited Partnership II	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	839	D	\$ <u>(3)</u> 676.62	8,336	I	By Limited Partnership II	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	2,222	D	\$ <u>(4)</u> 677.65	6,114	I	By Limited Partnership II	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	4,555	D	\$ <u>(5)</u> 678.47	1,559	I	By Limited Partnership II	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	1,403	D	\$ <u>(6)</u> 679.43	156	I	By Limited Partnership II	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	156	D	\$ <u>(7)</u> 680.39	0	I	By Limited Partnership II	
Class A Common Stock <sup>(1)</sup>	10/31/2012	C	1,250	A	\$ 0	1,250	I	By Limited Partnership I	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	74	D	\$ <u>(2)</u> 675.71	1,176	I	By Limited Partnership I	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	108	D	\$ <u>(3)</u> 676.62	1,068	I	By Limited Partnership I	
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	285	D	\$ <u>(4)</u> 677.65	783	I	By Limited Partnership I	

Edgar Filing: Google Inc. - Form 4

Class A Common Stock <sup>(1)</sup>	10/31/2012	S	583	D	\$ 678.47 <sup>(5)</sup>	200	I	By Limited Partnership I
Class A Common Stock <sup>(1)</sup>	10/31/2012	C	180	D	\$ 679.43 <sup>(6)</sup>	20	I	By Limited Partnership I
Class A Common Stock <sup>(1)</sup>	10/31/2012	S	20	D	\$ 680.39 <sup>(7)</sup>	0	I	By Limited Partnership I
Class A Common Stock <sup>(1)</sup>						18,350	D	
Class A Common Stock <sup>(1)</sup>						34,173	I	By Family Foundation

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)	
					V	(A)	(D)	Date Exercisable	Expiration Date	Title
Class B Common Stock	\$ 0	10/31/2012		C		37,500	<sup>(8)</sup>	<sup>(9)</sup>	Class A Common Stock	37,500
Class B Common Stock	\$ 0	10/31/2012		C		9,750	<sup>(8)</sup>	<sup>(9)</sup>	Class A Common Stock	9,750
Class B Common Stock	\$ 0	10/31/2012		C		1,250	<sup>(8)</sup>	<sup>(9)</sup>	Class A Common Stock	1,250
Class B Common Stock	\$ 0						<sup>(8)</sup>	<sup>(9)</sup>	Class A Common Stock	1,194,300

Option To Purchase Class A Common Stock	\$ 612	(10)	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	10/31/2012
**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.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$675.25 to \$676.00, 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 (7) 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 \$676.01 to \$677.00, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$677.01 to \$678.00, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$678.01 to \$679.00, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$679.01 to \$680.00, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$680.01 to \$681.00, inclusive.
- (8) All shares are exercisable as of the transaction date.
- (9) There is no expiration date for the Issuer's Class B Common Stock.
- (10) 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:

## Edgar Filing: Google Inc. - Form 4

This Form 4 is one of two Form 4s filed on October 31, 2012 for transactions effected by the Reporting Person on October 31,

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.