

Google Inc.  
Form 4  
August 28, 2013

**FORM 4**

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

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

## OMB APPROVAL

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(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)  
08/27/2013

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> | 08/27/2013                           |                                                    | S                              |                                                                   | 1,727                                                                                         | D \$ 858.5225 <sup>(2)</sup>                             | 2,621                                                 | I | By Limited Partnership II |
| Class A Common Stock <sup>(1)</sup> | 08/27/2013                           |                                                    | S                              |                                                                   | 582                                                                                           | D \$ 859.6912 <sup>(3)</sup>                             | 2,039                                                 | I | By Limited Partnership II |
| Class A Common Stock <sup>(1)</sup> | 08/27/2013                           |                                                    | S                              |                                                                   | 680                                                                                           | D \$ 860.4821 <sup>(4)</sup>                             | 1,359                                                 | I | By Limited Partnership II |
| Class A Common                      | 08/27/2013                           |                                                    | S                              |                                                                   | 604                                                                                           | D \$ 861.4355                                            | 755                                                   | I | By Limited Partnership II |

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| Stock <sup>(1)</sup>                      |            |   |       |   | <sup>(5)</sup>                    |       |   |                              |
|-------------------------------------------|------------|---|-------|---|-----------------------------------|-------|---|------------------------------|
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 588   | D | \$ 862.541<br><sup>(6)</sup>      | 167   | I | By Limited<br>Partnership II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 167   | D | \$<br>863.2591<br><sup>(7)</sup>  | 0     | I | By Limited<br>Partnership II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | C | 2,880 | A | \$ 0                              | 2,880 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 7     | D | \$ 848                            | 2,873 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 216   | D | \$<br>848.6593<br><sup>(8)</sup>  | 2,657 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 184   | D | \$<br>849.5077<br><sup>(9)</sup>  | 2,473 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 264   | D | \$ 850.384<br><sup>(10)</sup>     | 2,209 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 293   | D | \$<br>851.6022<br><sup>(11)</sup> | 1,916 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 410   | D | \$ 852.411<br><sup>(12)</sup>     | 1,506 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 101   | D | \$<br>853.3635<br><sup>(13)</sup> | 1,405 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 75    | D | \$ 855.806<br><sup>(14)</sup>     | 1,330 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 285   | D | \$ 856.484<br><sup>(15)</sup>     | 1,045 | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 291   | D | \$<br>857.4534<br><sup>(16)</sup> | 754   | I | By Limited<br>Partnership I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 299   | D | \$<br>858.5225<br><sup>(2)</sup>  | 455   | I | By Limited<br>Partnership I  |

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|                                           |            |   |     |   |                                  |         |   |                                                          |
|-------------------------------------------|------------|---|-----|---|----------------------------------|---------|---|----------------------------------------------------------|
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 101 | D | \$<br>859.6912<br><sup>(3)</sup> | 354     | I | By Limited<br>Partnership I                              |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 118 | D | \$<br>860.4821<br><sup>(4)</sup> | 236     | I | By Limited<br>Partnership I                              |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 105 | D | \$<br>861.4355<br><sup>(5)</sup> | 131     | I | By Limited<br>Partnership I                              |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 102 | D | \$ 862.541<br><sup>(6)</sup>     | 29      | I | By Limited<br>Partnership I                              |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 08/27/2013 | S | 29  | D | \$<br>863.2591<br><sup>(7)</sup> | 0       | I | By Limited<br>Partnership I                              |
| Class A<br>Common<br>Stock <sup>(1)</sup> |            |   |     |   |                                  | 29,719  | D |                                                          |
| Class A<br>Common<br>Stock                |            |   |     |   |                                  | 99,410  | I | By The<br>Schmidt<br>Family<br>Foundation                |
| Class A<br>Common<br>Stock                |            |   |     |   |                                  | 29,084  | I | By Schmidt<br>Ocean<br>Institute                         |
| Class A<br>Common<br>Stock                |            |   |     |   |                                  | 100,000 | I | By Schmidt<br>Science and<br>Philanthropic<br>Foundation |
| Google<br>Stock<br>Unit <sup>(17)</sup>   |            |   |     |   |                                  | 34,095  | 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<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |
|-----------------------------------------------------|---------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|
|-----------------------------------------------------|---------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|

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| Derivative Security                                    |        |            | (A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) |   | Date<br>Exercisable | Expiration<br>Date | Title                      | Amount or<br>Number of<br>Shares |
|--------------------------------------------------------|--------|------------|---------------------------------------------------------|---|---------------------|--------------------|----------------------------|----------------------------------|
|                                                        |        |            | Code                                                    | V |                     |                    |                            |                                  |
| Class B<br>Common<br>Stock                             | \$ 0   | 08/27/2013 | C                                                       |   | (18)                | (19)               | Class A<br>Common<br>Stock | 2,880                            |
| Class B<br>Common<br>Stock                             | \$ 0   |            |                                                         |   | (18)                | (19)               | Class A<br>Common<br>Stock | 1,194,309                        |
| Class B<br>Common<br>Stock                             | \$ 0   |            |                                                         |   | (18)                | (19)               | Class A<br>Common<br>Stock | 834,396                          |
| Class B<br>Common<br>Stock                             | \$ 0   |            |                                                         |   | (18)                | (19)               | Class A<br>Common<br>Stock | 3,096,893                        |
| Option<br>To<br>Purchase<br>Class A<br>Common<br>Stock | \$ 612 |            |                                                         |   | (20)                | 02/02/2021         | Class A<br>Common<br>Stock | 181,840                          |

## Reporting Owners

| Reporting Owner Name / Address                                                            | Relationships |           |                             |       |
|-------------------------------------------------------------------------------------------|---------------|-----------|-----------------------------|-------|
|                                                                                           | Director      | 10% Owner | Officer                     | Other |
| SCHMIDT ERIC E<br>C/O GOOGLE INC.<br>1600 AMPHITHEATRE PARKWAY<br>MOUNTAIN VIEW, CA 94043 | X             |           | Executive Chairman of Board |       |

## Signatures

/s/ Valentina Margulis, as attorney-in-fact for Eric E. Schmidt 08/28/2013

\_\_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 \$858.01 to \$859.00, 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 (16) 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 \$859.01 to \$860.00, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$860.01 to \$861.00, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$861.01 to \$862.00, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$862.01 to \$863.00, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$863.01 to \$864.00, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$848.01 to \$840.00, inclusive.
- (9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$849.01 to \$850.00, inclusive.
- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$850.01 to \$851.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$851.01 to \$852.00, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$852.01 to \$853.00, inclusive.
- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$853.01 to \$854.00, inclusive.
- (14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$855.01 to \$856.00, inclusive.
- (15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$856.01 to \$857.00, inclusive.
- (16) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$857.01 to \$858.00, inclusive.
- (17) 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.
- (18) All shares are exercisable as of the transaction date.
- (19) There is no expiration date for the Issuer's Class B Common Stock.
- (20) 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, 2013 for transactions effected by the Reporting Person on August 27,

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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