

Google Inc.  
Form 4  
October 28, 2013

**FORM 4**

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

OMB APPROVAL

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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)  
10/25/2013

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
|                                 |                                      |  |                                | Code  | V   | Amount   |   |
| Class A Common Stock            | 10/25/2013                           |  |                                | S   | 63  | D  | By Schmidt Ocean Institute                            |
|                                 |                                      |  |                                |   |   | \$ 1,011.6485 (1)  | 29,021  |
| Class A Common Stock            | 10/25/2013                           |  |                                | S   | 51  | D  | By Schmidt Ocean Institute                            |
|                                 |                                      |  |                                |   |   | \$ 1,012.5533 (2)  | 28,970  |
| Class A Common Stock            | 10/25/2013                           |  |                                | S   | 217   | D  | By Schmidt Ocean Institute                            |
|                                 |                                      |  |                                |   |   | \$ 1,013.5751 (3)  | 28,753  |
| Class A Common                  | 10/25/2013                           |  |                                | S   | 655   | D  | By Schmidt Ocean                                      |
|                                 |                                      |  |                                |   |   | \$ 1,014.4769  | 28,098  |

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|         |            |   |     |   |             |        |   |            |
|---------|------------|---|-----|---|-------------|--------|---|------------|
| Stock   |            |   |     |   | <u>(4)</u>  |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 245 | D | 1,015.5401  | 27,853 | I | Ocean      |
| Stock   |            |   |     |   | <u>(5)</u>  |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 275 | D | 1,016.6218  | 27,578 | I | Ocean      |
| Stock   |            |   |     |   | <u>(6)</u>  |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 189 | D | 1,017.4105  | 27,389 | I | Ocean      |
| Stock   |            |   |     |   | <u>(7)</u>  |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 153 | D | 1,018.421   | 27,236 | I | Ocean      |
| Stock   |            |   |     |   | <u>(8)</u>  |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 148 | D | 1,019.4609  | 27,088 | I | Ocean      |
| Stock   |            |   |     |   | <u>(9)</u>  |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 111 | D | 1,020.5706  | 26,977 | I | Ocean      |
| Stock   |            |   |     |   | <u>(10)</u> |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 74  | D | 1,021.5023  | 26,903 | I | Ocean      |
| Stock   |            |   |     |   | <u>(11)</u> |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 74  | D | 1,022.5519  | 26,829 | I | Ocean      |
| Stock   |            |   |     |   | <u>(12)</u> |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 69  | D | 1,023.6242  | 26,760 | I | Ocean      |
| Stock   |            |   |     |   | <u>(13)</u> |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 103 | D | 1,024.4512  | 26,657 | I | Ocean      |
| Stock   |            |   |     |   | <u>(14)</u> |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 51  | D | 1,025.4233  | 26,606 | I | Ocean      |
| Stock   |            |   |     |   | <u>(15)</u> |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 11  | D | 1,026.485   | 26,595 | I | Ocean      |
| Stock   |            |   |     |   | <u>(16)</u> |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 23  | D | 1,027.3     | 26,572 | I | Ocean      |
| Stock   |            |   |     |   | <u>(17)</u> |        |   | Institute  |
| Class A |            |   |     |   | \$          |        |   | By Schmidt |
| Common  | 10/25/2013 | S | 132 | D | 1,028.82    | 26,440 | I | Ocean      |
| Stock   |            |   |     |   |             |        |   | Institute  |

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|                              |            |  |   |     |   |                      |        |   |  |
|------------------------------|------------|--|---|-----|---|----------------------|--------|---|--|
| Class A<br>Common<br>Stock   | 10/25/2013 |  | S | 30  | D | \$ 1,026.485<br>(16) | 69,322 | I | By The<br>Schmidt<br>Family<br>Foundation                |
| Class A<br>Common<br>Stock   | 10/25/2013 |  | S | 60  | D | \$ 1,027.3<br>(17)   | 69,262 | I | By The<br>Schmidt<br>Family<br>Foundation                |
| Class A<br>Common<br>Stock   | 10/25/2013 |  | S | 342 | D | \$ 1,028.82          | 68,920 | I | By The<br>Schmidt<br>Family<br>Foundation                |
| Class A<br>Common<br>Stock   |            |  |   |     |   |                      | 33,709 | D |  |
| Class A<br>Common<br>Stock   |            |  |   |     |   |                      | 73,796 | I | By Schmidt<br>Science and<br>Philanthropic<br>Foundation |
| Google<br>Stock<br>Unit (18) |            |  |   |     |   |                      | 3,100  | D |  |
| Google<br>Stock<br>Unit (19) |            |  |   |     |   |                      | 34,095 | D |  |
| Google<br>Stock<br>Unit (20) |            |  |   |     |   |                      | 1,592  | 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<br>Derivative<br>Security | 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.<br>Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8.<br>De<br>Se<br>(In |
|---|---|---|---|---|---|--|---|-----------------------|
|---|---|---|---|---|---|--|---|-----------------------|



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- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,013.01 to \$1,014.00, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,014.01 to \$1,015.00, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,015.01 to \$1,016.00, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,016.01 to \$1,017.00, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,017.01 to \$1,018.00, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,018.01 to \$1,019.00, inclusive.
- (9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,019.01 to \$1,020.00, inclusive.
- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,020.01 to \$1,021.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,021.01 to \$1,022.00, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,022.01 to \$1,023.00, inclusive.
- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,023.01 to \$1,024.00, inclusive.
- (14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,024.01 to \$1,025.00, inclusive.
- (15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,025.01 to \$1,026.00, inclusive.
- (16) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,026.01 to \$1,027.00, inclusive.
- (17) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,027.01 to \$1,028.00, inclusive.
- (18) 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.
- (19) 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.
- (20) 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.
- (21) All shares are exercisable as of the transaction date.
- (22) There is no expiration date for the Issuer's Class B Common Stock.
- (23) 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 five Form 4s filed on October 28, 2013 for transactions effected by the Reporting Person on October 25,

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