SCHMIDT ERIC E

Form 4 May 02, 2007

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

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if no longer subject to Section 16. Form 4 or Form 5

obligations

Check this box

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 may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * SCHMIDT ERIC E			ssuer Name and Ticker or Tradi bol ogle Inc. [GOOG]	ing	5. Relationship of Reporting Person(s) to Issuer				
(Last)	(First)	(Mo	ate of Earliest Transaction ath/Day/Year) 30/2007		(Check all applicable) _X_ Director				
	(Street)		Amendment, Date Original (Month/Day/Year)		6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City) (State) (Zip)			Table I - Non-Derivative Secu	rities Acq	uired, Disposed	of, or Benefic	ially Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, any (Month/Day/Ye	Code (Instr. 3, 4 and 5	of (D)	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)		
Class A Common Stock (1) (2)					10,425	I	By Limited Partnership I		
Class A Common Stock (2)					1,841	I	By Trust		
Class A Common Stock (1) (2)	04/30/2007		S 61 D	\$ 481.18	15,185	I	By Limited Partnership II		

Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 481.01	15,165	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 481.01	15,145	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 481	15,125	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	61	D	\$ 481	15,064	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 481	15,044	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.99	15,024	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.99	15,004	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.99	14,984	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.76	14,964	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.76	14,944	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	18	D	\$ 480.74	14,926	I	By Limited Partnership II
	04/30/2007	S	6	D		14,920	I	

Class A Common Stock (1) (2)					\$ 480.74			By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	102	D	\$ 480.72	14,818	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.72	14,798	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.67	14,778	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	41	D	\$ 480.67	14,737	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	15	D	\$ 480.66	14,722	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	41	D	\$ 480.66	14,681	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	5	D	\$ 480.66	14,676	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.66	14,656	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.66	14,636	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.66	14,616	I	By Limited Partnership II
	04/30/2007	S	20	D		14,596	I	

Class A Common Stock (1) (2)					\$ 480.64			By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	20	D	\$ 480.64	14,576	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	1	D	\$ 480.63	14,575	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	41	D	\$ 480.63	14,534	I	By Limited Partnership II
Class A Common Stock (1) (2)	04/30/2007	S	61	D	\$ 480.6	14,473	I	By Limited Partnership II

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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)	4. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

Reporting Owners

Reporting Owner Name / Address Director 10% Owner Officer Other SCHMIDT ERIC E $X \qquad X \qquad CEO, Chairman of Exec. Comm.$

Signatures

/s/Alan Ku as Attorney-in-Fact for Eric E.
Schmidt
05/02/2007

**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 conversion of one share of Class B Common Stock at the election of the reporting person.
- (2) 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.

Remarks:

Form 4 Filing -continuation report: Related transactions effected by the Reporting Person on April 30, 2007 are reported on ac ***All of the sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan.***

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.

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