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Form 4  
October 14, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
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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 \*  
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2. Issuer Name and Ticker or Trading Symbol  
Google Inc. [GOOG]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
10/12/2010

Director  10% Owner  
 Officer (give title below)  Other (specify below)

Pres, Products, Asst. Secty

C/O GOOGLE INC., 1600 AMPHITHEATRE PARKWAY

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

MOUNTAIN VIEW, CA 94043

(City) (State) (Zip)

**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 or Price   |  |   |
| Class A Common Stock <sup>(1)</sup> | 10/12/2010                           |  | C                              |   | 175,000 A \$ 0 215,000  | D  |   |
| Class A Common Stock <sup>(1)</sup> | 10/12/2010                           |  | C                              |   | 27,778 A \$ 0 242,778   | D  |   |
| Class A Common Stock <sup>(1)</sup> | 10/12/2010                           |  | S                              |   | 3,100 D \$ 545 239,678  | D  |   |
| Class A Common                      | 10/12/2010                           |  | S                              |   | 1,660 D \$ 544.66 238,018   | D  |   |

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|   |            |   |       |   |              |         |   |
|---|------------|---|-------|---|--------------|---------|---|
| Stock <sup>(1)</sup>                      |            |   |       |   |              |         |   |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 40    | D | \$<br>544.56 | 237,978 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 3,100 | D | \$ 544       | 234,878 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 3,400 | D | \$ 543       | 231,478 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 1,300 | D | \$ 542.5     | 230,178 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 1,800 | D | \$ 542       | 228,378 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 1,400 | D | \$ 541       | 226,978 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 1,400 | D | \$ 540.5     | 225,578 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 7,878 | D | \$ 540       | 217,700 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 1,400 | D | \$ 539       | 216,300 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 100   | D | \$<br>538.64 | 216,200 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 600   | D | \$<br>538.63 | 215,600 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 500   | D | \$ 538.5     | 215,100 | D |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 10/12/2010 | S | 100   | D | \$<br>538.51 | 215,000 | D |

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

**Persons who respond to the collection of  
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(9-02)

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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) | 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. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Class B Common Stock                       | \$ 0   | 10/12/2010                           |  | C                              | 175,000   | (2) (3)  | Class A Common Stock  | 175,000                       |
| Class B Common Stock                       | \$ 0   | 10/12/2010                           |  | C                              | 27,778  | (2) (3)  | Class A Common Stock  | 27,778                        |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                   |       |
|--|---------------|-----------|-----------------------------------|-------|
|  | Director      | 10% Owner | Officer                           | Other |
| Page Lawrence<br>C/O GOOGLE INC.<br>1600 AMPHITHEATRE PARKWAY<br>MOUNTAIN VIEW, CA 94043 | X             | X         | Pres,<br>Products,<br>Asst. Secty |       |

## Signatures

/s/ Patty Chang as attorney-in-fact for Lawrence  
Page  
Date 10/14/2010

\*\*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) All shares are exercisable as of the transaction date.
- (3) There is no expiration date for the Issuer's Class B Common Stock.

### Remarks:

\*\*\*All of the sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person

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