

Google Inc.
Form 4
July 29, 2014

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

OMB
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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)
07/25/2014

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 C Capital Stock	07/25/2014		S		185	D	\$ 554.6184 <u>(1)</u>	2,503,565	I	By The Schmidt Family Living Trust
Class C Capital Stock	07/25/2014		S		408	D	\$ 555.5822 <u>(2)</u>	2,503,157	I	By The Schmidt Family Living Trust
Class C Capital	07/25/2014		S		695	D	\$ 556.4259	2,502,462	I	By The Schmidt

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Stock					(3)				Family Living Trust
Class C Capital Stock	07/25/2014	S	680	D	\$ 557.6111 (4)	2,501,782	I		By The Schmidt Family Living Trust
Class C Capital Stock	07/25/2014	S	831	D	\$ 558.2979 (5)	2,500,951	I		By The Schmidt Family Living Trust
Class C Capital Stock	07/25/2014	S	1,074	D	\$ 559.6656 (6)	2,499,877	I		By The Schmidt Family Living Trust
Class C Capital Stock	07/25/2014	S	1,043	D	\$ 560.2909 (7)	2,498,834	I		By The Schmidt Family Living Trust
Class C Capital Stock	07/25/2014	S	363	D	\$ 561.6036 (8)	2,498,471	I		By The Schmidt Family Living Trust
Class C Capital Stock	07/25/2014	S	229	D	\$ 562.4128 (9)	2,498,242	I		By The Schmidt Family Living Trust
Class C Capital Stock	07/25/2014	S	887	D	\$ 563.6562 (10)	2,497,355	I		By The Schmidt Family Living Trust
Class C Capital Stock	07/25/2014	S	605	D	\$ 564.3 (11)	2,496,750	I		By The Schmidt Family Living Trust
Class A Common Stock (12)	07/25/2014	C	7,000	A	\$ 0	7,000	I		By The Schmidt Family

Class A Common Stock <u>(12)</u>	07/25/2014	S	60	D	\$ 595.8825 <u>(13)</u>	6,940	I	Living Trust By The Schmidt Family Living Trust
Class A Common Stock <u>(12)</u>	07/25/2014	S	1,799	D	\$ 596.7299 <u>(14)</u>	5,141	I	By The Schmidt Family Living Trust
Class A Common Stock <u>(12)</u>	07/25/2014	S	2,874	D	\$ 597.4049 <u>(15)</u>	2,267	I	By The Schmidt Family Living Trust
Class A Common Stock <u>(12)</u>	07/25/2014	S	212	D	\$ 598.41 <u>(16)</u>	2,055	I	By The Schmidt Family Living Trust
Class A Common Stock <u>(12)</u>	07/25/2014	S	1,859	D	\$ 599.4076 <u>(17)</u>	196	I	By The Schmidt Family Living Trust
Class A Common Stock <u>(12)</u>	07/25/2014	S	196	D	\$ 600.5998 <u>(18)</u>	0	I	By The Schmidt Family Living Trust

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

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(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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Pri Deriv Secur (Instr.
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(D)
(Instr. 3, 4,
and 5)

Reporting Owners

Signatures

07/29/2014

Date _____

Explanation of Responses:

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(9)

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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 \$562.01 to \$563.00, inclusive.

- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$563.01 to \$564.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$564.01 to \$565.00, inclusive.
- (12) 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.
- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$595.00 to \$596.00, inclusive.
- (14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$596.01 to \$597.00, inclusive.
- (15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$597.01 to \$598.00, inclusive.
- (16) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$598.01 to \$599.00, inclusive.
- (17) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$599.01 to \$600.00, inclusive.
- (18) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$600.01 to \$601.00, inclusive.
- (19) All shares are exercisable as of the transaction date.
- (20) There is no expiration date for the Issuer's Class B Common Stock.

Remarks:

This Form 4 is one of six Form 4s filed on July 29, 2014 for transactions effected by the Reporting Person on July 25, 2014. A

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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