

Google Inc.
Form 4
September 25, 2012

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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)
09/24/2012

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 Ownership (Instr. 4)			
				(A) or (D)	Price					
				Code	V	Amount				
Class A Common Stock ⁽¹⁾	09/24/2012		C		63,592	A	\$ 0	63,592	I	By Trust
Class A Common Stock ⁽¹⁾	09/24/2012		S		1,519	D	\$ 730.8704	62,073	I	By Trust
Class A Common Stock ⁽¹⁾	09/24/2012		S		2,170	D	\$ 731.6065	59,903	I	By Trust
Class A Common	09/24/2012		S		201	D	\$ 732.3564	59,702	I	By Trust

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Stock ⁽¹⁾					⁽⁴⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	673	D	733.7544	59,029	I	By Trust	
					⁽⁵⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	673	D	734.4211	58,356	I	By Trust	
					⁽⁶⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	2,023	D	735.6482	56,333	I	By Trust	
					⁽⁷⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	1,269	D	736.496	55,064	I	By Trust	
					⁽⁸⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	2,843	D	737.5256	52,221	I	By Trust	
					⁽⁹⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	1,264	D	738.5434	50,957	I	By Trust	
					⁽¹⁰⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	1,728	D	739.5973	49,229	I	By Trust	
					⁽¹¹⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	1,272	D	740.5668	47,957	I	By Trust	
					⁽¹²⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	3,816	D	741.5796	44,141	I	By Trust	
					⁽¹³⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	1,347	D	742.4126	42,794	I	By Trust	
					⁽¹⁴⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	2,020	D	743.7517	40,774	I	By Trust	
					⁽¹⁵⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	4,073	D	744.7173	36,701	I	By Trust	
					⁽¹⁶⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	3,596	D	745.5372	33,105	I	By Trust	
					⁽¹⁷⁾				
Class A					\$				
Common Stock ⁽¹⁾	09/24/2012	S	3,554	D	746.5126	29,551	I	By Trust	
					⁽¹⁸⁾				

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Class A Common Stock ⁽¹⁾	09/24/2012	S	5,999	D	\$ 747.487 ⁽¹⁹⁾	23,552	I	By Trust
Class A Common Stock ⁽¹⁾	09/24/2012	S	11,676	D	\$ 748.3591 ⁽²⁰⁾	11,876	I	By Trust
Class A Common Stock ⁽¹⁾	09/24/2012	S	11,876	D	\$ 749.5095 ⁽²¹⁾	0	I	By Trust
Class A Common Stock ⁽¹⁾						18,350	D	
Class A Common Stock ⁽¹⁾						40,366	I	By Family Foundation
Google Stock Unit ⁽²²⁾						56,825	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 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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	\$ 0	09/24/2012		C	63,592	⁽²³⁾	⁽²⁴⁾	Class A Common Stock	63,592
Class B Common Stock	\$ 0					⁽²³⁾	⁽²⁴⁾	Class A Common Stock	1,194,300
Class B Common Stock	\$ 0					⁽²³⁾	⁽²⁴⁾	Class A Common Stock	249,676

Class B Common Stock	\$ 0	(23)	(24)	Class A Common Stock	1,431,511
Option To Purchase Class A Common Stock	\$ 612	(25)	02/02/2021	Class A Common Stock	181,840

Reporting Owners

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

Signatures

/s/ Valentina Margulis, as attorney-in-fact for Eric E. Schmidt
Date: 09/25/2012

**Signature of Reporting Person

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) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$730.33 to \$731.00, 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 (21) 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 \$731.01 to \$732.00, inclusive.
 - (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$732.01 to \$733.00, inclusive.
 - (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$733.01 to \$734.00, inclusive.
 - (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$734.01 to \$735.00, inclusive.
 - (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$735.01 to \$736.00, inclusive.
 - (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$736.01 to \$737.00, inclusive.
 - (9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$737.01 to \$738.00, inclusive.

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- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$738.01 to \$739.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$739.01 to \$740.00, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$740.01 to \$741.00, inclusive.
- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$741.01 to \$742.00, inclusive.
- (14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$742.01 to \$743.00, inclusive.
- (15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$743.01 to \$744.00, inclusive.
- (16) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$744.01 to \$745.00, inclusive.
- (17) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$745.01 to \$746.00, inclusive.
- (18) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$746.01 to \$747.00, inclusive.
- (19) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$747.01 to \$748.00, inclusive.
- (20) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$748.01 to \$749.00, inclusive.
- (21) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$749.01 to \$750.00, inclusive.
- (22) 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.
- (23) All shares are exercisable as of the transaction date.
- (24) There is no expiration date for the Issuer's Class B Common Stock.
- (25) 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 four Form 4s filed on September 25, 2012 for transactions effected by the Reporting Person on September 25, 2012.

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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