

Google Inc.  
Form 4  
March 25, 2013

**FORM 4**

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

OMB APPROVAL

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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)  
03/22/2013

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 Ownership (Instr. 4) |
|-------------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                     |                                      |  | Code                           | V   | Amount or Price   |  |  |
| Class A Common Stock <sup>(1)</sup> | 03/22/2013                           |  | C                              |   | 60,480 A \$ 0   | 60,480   | I By Trust                                 |
| Class A Common Stock <sup>(1)</sup> | 03/22/2013                           |  | S                              |   | 5,171 D \$ 809.8402   | 55,309 <sup>(2)</sup>                                    | I By Trust                                 |
| Class A Common Stock <sup>(1)</sup> | 03/22/2013                           |  | S                              |   | 9,571 D \$ 810.6022   | 45,738 <sup>(3)</sup>                                    | I By Trust                                 |
| Class A Common                      | 03/22/2013                           |  | S                              |   | 10,902 D \$ 811.531   | 34,836 <sup>(4)</sup>                                    | I By Trust                                 |

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|   |            |   |        |   |                              |        |   |                                 |
|---|------------|---|--------|---|------------------------------|--------|---|---------------------------------|
| Stock <sup>(1)</sup>                      |            |   |        |   |                              |        |   |                                 |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 14,319 | D | \$<br>812.4214<br><u>(5)</u> | 20,517 | I | By Trust                        |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 13,713 | D | \$<br>813.5637<br><u>(6)</u> | 6,804  | I | By Trust                        |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 4,687  | D | \$<br>814.2559<br><u>(7)</u> | 2,117  | I | By Trust                        |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 2,117  | D | \$ 815.1<br><u>(8)</u>       | 0      | I | By Trust                        |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | C | 16,640 | A | \$ 0                         | 16,640 | I | By Limited<br>Partnership<br>II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 1,423  | D | \$<br>809.8402<br><u>(2)</u> | 15,217 | I | By Limited<br>Partnership<br>II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 2,633  | D | \$<br>810.6022<br><u>(3)</u> | 12,584 | I | By Limited<br>Partnership<br>II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 3,000  | D | \$ 811.531<br><u>(4)</u>     | 9,584  | I | By Limited<br>Partnership<br>II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 3,940  | D | \$<br>812.4214<br><u>(5)</u> | 5,644  | I | By Limited<br>Partnership<br>II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 3,772  | D | \$<br>813.5637<br><u>(6)</u> | 1,872  | I | By Limited<br>Partnership<br>II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 1,290  | D | \$<br>814.2559<br><u>(7)</u> | 582    | I | By Limited<br>Partnership<br>II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 582    | D | \$ 815.1<br><u>(8)</u>       | 0      | I | By Limited<br>Partnership<br>II |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | C | 2,880  | A | \$ 0                         | 2,880  | I | By Limited<br>Partnership<br>I  |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 246    | D | \$<br>809.8402<br><u>(2)</u> | 2,634  | I | By Limited<br>Partnership<br>I  |

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|   |            |   |     |   |                                  |         |   |                                |
|---|------------|---|-----|---|----------------------------------|---------|---|--------------------------------|
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 456 | D | \$<br>810.6022<br><sup>(3)</sup> | 2,178   | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 519 | D | \$ 811.531<br><sup>(4)</sup>     | 1,659   | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 682 | D | \$<br>812.4214<br><sup>(5)</sup> | 977     | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 653 | D | \$<br>813.5637<br><sup>(6)</sup> | 324     | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 223 | D | \$<br>814.2559<br><sup>(7)</sup> | 101     | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 03/22/2013 | S | 101 | D | \$ 815.1<br><sup>(8)</sup>       | 0       | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> |            |   |     |   |                                  | 24,285  | D |                                |
| Class A<br>Common<br>Stock <sup>(1)</sup> |            |   |     |   |                                  | 158,445 | I | By Family<br>Foundation        |
| Google<br>Stock<br>Unit <sup>(9)</sup>    |            |   |     |   |                                  | 45,460  | D |                                |

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<br>Derivative<br>Security<br>(Instr. 3) | 2. 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. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>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) | Amount or<br>Number of<br>Shares |
|---|--|---|---|--------------------------------------|--|--|---|----------------------------------|
|   |  |   |   | Code                                 | V (A) (D)  | Date<br>Exercisable  | Expiration<br>Date  | Title                            |



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- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$812.01 to \$813.00, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$813.01 to \$814.00, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$814.01 to \$815.00, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$815.01 to \$816.00, inclusive.
- (9) 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.
- (10) All shares are exercisable as of the transaction date.
- (11) There is no expiration date for the Issuer's Class B Common Stock.
- (12) 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:

All of the transactions reported in this Form 4 were effected pursuant to Rule 10b5-1 trading plan adopted by the Reporting Person.

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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