

Page Lawrence
Form 4
September 12, 2012

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

OMB APPROVAL

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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 *
Page Lawrence

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)

C/O GOOGLE INC., 1600
AMPHITHEATRE PARKWAY

3. Date of Earliest Transaction
(Month/Day/Year)
09/12/2012

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

Chief Executive Officer

(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 Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class A Common Stock ⁽¹⁾	09/12/2012		C		27,778 A \$ 0	107,778	D
Class A Common Stock ⁽¹⁾	09/12/2012		S		1,700 D \$ 684	106,078	D
Class A Common Stock ⁽¹⁾	09/12/2012		S		1,700 D \$ 684.5	104,378	D
Class A Common	09/12/2012		S		367 D \$ 685	104,011	D

Stock ⁽¹⁾							
Class A Common Stock ⁽¹⁾	09/12/2012	S	139	D	\$ 685.01	103,872	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	361	D	\$ 685.02	103,511	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	100	D	\$ 685.05	103,411	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	200	D	\$ 685.09	103,211	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	233	D	\$ 685.1	102,978	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	100	D	\$ 685.11	102,878	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	100	D	\$ 685.12	102,778	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	100	D	\$ 685.13	102,678	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	1,800	D	\$ 686	100,878	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	1,700	D	\$ 687	99,178	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	3,551	D	\$ 688	95,627	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	300	D	\$ 688.05	95,327	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	52	D	\$ 688.07	95,275	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	300	D	\$ 688.12	94,975	D

Class A Common Stock ⁽¹⁾	09/12/2012	S	97	D	\$ 688.13	94,878	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	3,200	D	\$ 690	91,678	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	1,400	D	\$ 690.3	90,278	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	6,478	D	\$ 691	83,800	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	1,800	D	\$ 692	82,000	D
Class A Common Stock ⁽¹⁾	09/12/2012	S	2,000	D	\$ 694	80,000	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 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. Puts, Calls, Warrants, or Other Derivative Securities (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	\$ 0	09/12/2012		C	27,778	<u>(2)</u>	<u>(3)</u>	Class A Common Stock	27,778

Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

Edgar Filing: Page Lawrence - Form 4

	Director	10% Owner	Officer	Other
Page Lawrence C/O GOOGLE INC. 1600 AMPHITHEATRE PARKWAY MOUNTAIN VIEW, CA 94043	X	X	Chief Executive Officer	

Signatures

/s/ Valentina Margulis as attorney-in-fact for Lawrence
Page 09/12/2012

__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.

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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