

Google Inc.  
Form 4  
February 26, 2014

**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)  
02/24/2014

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
| Class A Common Stock            | 02/24/2014                           |  | S                              | 71  | D 1,212.5801  | 18,061   | I By Schmidt Ocean Institute                          |
|                                 |                                      |  |                                |   | (1)   |  |   |
| Class A Common Stock            | 02/24/2014                           |  | S                              | 220   | D 1,213.6473  | 17,841   | I By Schmidt Ocean Institute                          |
|                                 |                                      |  |                                |   | (2)   |  |   |
| Class A Common Stock            | 02/24/2014                           |  | S                              | 405   | D 1,214.4628  | 17,436   | I By Schmidt Ocean Institute                          |
|                                 |                                      |  |                                |   | (3)   |  |   |
| Class A Common                  | 02/24/2014                           |  | S                              | 308   | D \$ 1,215.4943   | 17,128   | I By Schmidt Ocean                                    |

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|         |            |   |       |   |             |         |   |               |
|---------|------------|---|-------|---|-------------|---------|---|---------------|
| Stock   |            |   |       |   | <u>(4)</u>  |         |   | Institute     |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 349   | D | 1,216.5206  | 16,779  | I | Ocean         |
| Stock   |            |   |       |   | <u>(5)</u>  |         |   | Institute     |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 365   | D | 1,217.5599  | 16,414  | I | Ocean         |
| Stock   |            |   |       |   | <u>(6)</u>  |         |   | Institute     |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 406   | D | 1,218.4864  | 16,008  | I | Ocean         |
| Stock   |            |   |       |   | <u>(7)</u>  |         |   | Institute     |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 144   | D | 1,219.2661  | 15,864  | I | Ocean         |
| Stock   |            |   |       |   | <u>(8)</u>  |         |   | Institute     |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 1,358 | D | 1,205.2738  | 182,070 | I | Science and   |
| Stock   |            |   |       |   | <u>(9)</u>  |         |   | Philanthropic |
|         |            |   |       |   |             |         |   | Foundation    |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 849   | D | 1,206.5267  | 181,221 | I | Science and   |
| Stock   |            |   |       |   | <u>(10)</u> |         |   | Philanthropic |
|         |            |   |       |   |             |         |   | Foundation    |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 339   | D | 1,207.3933  | 180,882 | I | Science and   |
| Stock   |            |   |       |   | <u>(11)</u> |         |   | Philanthropic |
|         |            |   |       |   |             |         |   | Foundation    |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 283   | D | 1,208.552   | 180,599 | I | Science and   |
| Stock   |            |   |       |   | <u>(12)</u> |         |   | Philanthropic |
|         |            |   |       |   |             |         |   | Foundation    |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 578   | D | 1,209.6973  | 180,021 | I | Science and   |
| Stock   |            |   |       |   | <u>(13)</u> |         |   | Philanthropic |
|         |            |   |       |   |             |         |   | Foundation    |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 255   | D | 1,210.8156  | 179,766 | I | Science and   |
| Stock   |            |   |       |   | <u>(14)</u> |         |   | Philanthropic |
|         |            |   |       |   |             |         |   | Foundation    |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 57    | D | 1,211.9     | 179,709 | I | Science and   |
| Stock   |            |   |       |   | <u>(15)</u> |         |   | Philanthropic |
|         |            |   |       |   |             |         |   | Foundation    |
| Class A |            |   |       |   | \$          |         |   | By Schmidt    |
| Common  | 02/24/2014 | S | 702   | D | 1,212.5801  | 179,007 | I | Science and   |
| Stock   |            |   |       |   | <u>(1)</u>  |         |   | Philanthropic |
|         |            |   |       |   |             |         |   | Foundation    |

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|                              |            |   |       |   |                         |         |   |  |
|------------------------------|------------|---|-------|---|-------------------------|---------|---|--|
| Class A<br>Common<br>Stock   | 02/24/2014 | S | 2,184 | D | \$<br>1,213.6473<br>(2) | 176,823 | I | By Schmidt<br>Science and<br>Philanthropic<br>Foundation |
| Class A<br>Common<br>Stock   | 02/24/2014 | S | 4,022 | D | \$<br>1,214.4628<br>(3) | 172,801 | I | By Schmidt<br>Science and<br>Philanthropic<br>Foundation |
| Class A<br>Common<br>Stock   | 02/24/2014 | S | 3,055 | D | \$<br>1,215.4943<br>(4) | 169,746 | I | By Schmidt<br>Science and<br>Philanthropic<br>Foundation |
| Class A<br>Common<br>Stock   | 02/24/2014 | S | 3,457 | D | \$<br>1,216.5206<br>(5) | 166,289 | I | By Schmidt<br>Science and<br>Philanthropic<br>Foundation |
| Class A<br>Common<br>Stock   | 02/24/2014 | S | 3,612 | D | \$<br>1,217.5599<br>(6) | 162,677 | I | By Schmidt<br>Science and<br>Philanthropic<br>Foundation |
| Class A<br>Common<br>Stock   | 02/24/2014 | S | 4,027 | D | \$<br>1,218.4864<br>(7) | 158,650 | I | By Schmidt<br>Science and<br>Philanthropic<br>Foundation |
| Class A<br>Common<br>Stock   | 02/24/2014 | S | 1,426 | D | \$<br>1,219.2661<br>(8) | 157,224 | I | By Schmidt<br>Science and<br>Philanthropic<br>Foundation |
| Class A<br>Common<br>Stock   |            |   |       |   |                         | 39,945  | D |  |
| Class A<br>Common<br>Stock   |            |   |       |   |                         | 41,352  | I | By The<br>Schmidt<br>Family<br>Foundation                |
| Google<br>Stock<br>Unit (16) |            |   |       |   |                         | 22,730  | D |  |
| Google<br>Stock<br>Unit      |            |   |       |   |                         | 87,862  | D |  |
| Google<br>Stock<br>Unit (17) |            |   |       |   |                         | 2,067   | D |  |
|                              |            |   |       |   |                         | 1,194   | D |  |

Google  
Stock  
Unit (18)

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) | 8. De Se (In         |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                | Amount or Number of Shares |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (19)   | (20)  | Class A Common Stock | 1,194,309                  |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (19)   | (20)  | Class A Common Stock | 152,982                    |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (19)   | (20)  | Class A Common Stock | 704,186                    |
| Class B Common Stock                       | \$ 0   |                                      |  |                                |   | (19)   | (20)  | Class A Common Stock | 2,531,750                  |
| Option To Purchase Class A Common Stock    | \$ 612   |                                      |  |                                |   | (21)   | 02/02/2021  | Class A Common Stock | 181,840                    |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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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

02/26/2014

\*\*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) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,212.01 to \$1,213.00, 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 (1) through (15) to this Form 4.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,213.01 to \$1,214.00, inclusive.
- (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,214.01 to \$1,215.00, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,215.01 to \$1,216.00, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,216.01 to \$1,217.00, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,217.01 to \$1,218.00, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,218.01 to \$1,219.00, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,219.01 to \$1,220.00, inclusive.
- (9) 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 (16) to this Form 4.
- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,206.01 to \$1,207.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,207.01 to \$1,208.00, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,208.01 to \$1,209.00, inclusive.
- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,209.01 to \$1,210.00, inclusive.
- (14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,210.01 to \$1,211.00, inclusive.
- (15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$1,211.01 to \$1,212.00, inclusive.
- (16)

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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.

- (17) The GSUs vest as follows: 5/8 of the 8,266 shares vest on September 25, 2013 and 1/16th of the remaining GSUs will vest on November 2, 2013 and each quarter thereafter, subject to continued employment on the applicable vesting dates.
- (18) The GSUs vest as follows: 31/48 of the 4,773 shares vest on September 25, 2013 and 1/48th of the remaining GSUs will vest on October 2, 2013 and each month thereafter until the GSUs are fully vested, subject to continued employment with Google on the applicable vesting dates.
- (19) All shares are exercisable as of the transaction date.
- (20) There is no expiration date for the Issuer's Class B Common Stock.
- (21) 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 February 26, 2014 for transactions effected by the Reporting Person on February 2

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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