

Google Inc.  
Form 4  
May 28, 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  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(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)  
05/23/2014

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 <sup>(1)</sup> | 05/23/2014                           |                                                    | S                              | 48                                                                | D                                                                                             | \$ 543.9181 <sup>(2)</sup>                               | 698,588                                               | I | By Schmidt Investments LP Fund II |
| Class C Capital Stock <sup>(1)</sup> | 05/23/2014                           |                                                    | S                              | 192                                                               | D                                                                                             | \$ 544.4566 <sup>(3)</sup>                               | 698,396                                               | I | By Schmidt Investments LP Fund II |
| Class C Capital Stock <sup>(1)</sup> | 05/23/2014                           |                                                    | S                              | 401                                                               | D                                                                                             | \$ 545.4823 <sup>(4)</sup>                               | 697,995                                               | I | By Schmidt Investments LP Fund II |
| Class C Capital                      | 05/23/2014                           |                                                    | S                              | 204                                                               | D                                                                                             | \$ 546.4055                                              | 697,791                                               | I | By Schmidt Investments            |

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|                                      |            |   |       |   |                             |         |   |                                   |
|--------------------------------------|------------|---|-------|---|-----------------------------|---------|---|-----------------------------------|
| Stock <sup>(1)</sup>                 |            |   |       |   | <sup>(5)</sup>              |         |   | LP Fund II                        |
| Class C Capital Stock <sup>(1)</sup> | 05/23/2014 | S | 312   | D | \$ 547.5376 <sup>(6)</sup>  | 697,479 | I | By Schmidt Investments LP Fund II |
| Class C Capital Stock <sup>(1)</sup> | 05/23/2014 | S | 593   | D | \$ 548.5405 <sup>(7)</sup>  | 696,886 | I | By Schmidt Investments LP Fund II |
| Class C Capital Stock <sup>(1)</sup> | 05/23/2014 | S | 341   | D | \$ 549.3742 <sup>(8)</sup>  | 696,545 | I | By Schmidt Investments LP Fund II |
| Class C Capital Stock <sup>(1)</sup> | 05/23/2014 | S | 174   | D | \$ 550.6431 <sup>(9)</sup>  | 696,371 | I | By Schmidt Investments LP Fund II |
| Class C Capital Stock <sup>(1)</sup> | 05/23/2014 | S | 54    | D | \$ 551.5671 <sup>(10)</sup> | 696,317 | I | By Schmidt Investments LP Fund II |
| Class C Capital Stock <sup>(1)</sup> | 05/23/2014 | S | 336   | D | \$ 552.6485 <sup>(11)</sup> | 695,981 | I | By Schmidt Investments LP Fund II |
| Class C Capital Stock <sup>(1)</sup> | 05/23/2014 | S | 120   | D | \$ 553.224 <sup>(12)</sup>  | 695,861 | I | By Schmidt Investments LP Fund II |
| Class A Common Stock <sup>(13)</sup> | 05/23/2014 | C | 2,775 | A | \$ 0                        | 2,775   | I | By Schmidt Investments LP Fund II |
| Class A Common Stock <sup>(13)</sup> | 05/23/2014 | S | 73    | D | \$ 554.6184 <sup>(14)</sup> | 2,702   | I | By Schmidt Investments LP Fund II |
| Class A Common Stock <sup>(13)</sup> | 05/23/2014 | S | 162   | D | \$ 555.5822 <sup>(15)</sup> | 2,540   | I | By Schmidt Investments LP Fund II |
| Class A Common Stock <sup>(13)</sup> | 05/23/2014 | S | 276   | D | \$ 556.4259 <sup>(16)</sup> | 2,264   | I | By Schmidt Investments LP Fund II |
| Class A Common Stock <sup>(13)</sup> | 05/23/2014 | S | 270   | D | \$ 557.6111 <sup>(17)</sup> | 1,994   | I | By Schmidt Investments LP Fund II |
| Class A Common Stock <sup>(13)</sup> | 05/23/2014 | S | 330   | D | \$ 558.2979 <sup>(18)</sup> | 1,664   | I | By Schmidt Investments LP Fund II |
| Class A Common Stock <sup>(13)</sup> | 05/23/2014 | S | 425   | D | \$ 559.6656 <sup>(19)</sup> | 1,239   | I | By Schmidt Investments LP Fund II |

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|                                            |            |   |     |   |                                   |     |   |                                         |
|--------------------------------------------|------------|---|-----|---|-----------------------------------|-----|---|-----------------------------------------|
| Class A<br>Common<br>Stock <sup>(13)</sup> | 05/23/2014 | S | 412 | D | \$<br>560.2909<br><sup>(20)</sup> | 827 | I | By Schmidt<br>Investments<br>LP Fund II |
| Class A<br>Common<br>Stock <sup>(13)</sup> | 05/23/2014 | S | 144 | D | \$<br>561.6036<br><sup>(21)</sup> | 683 | I | By Schmidt<br>Investments<br>LP Fund II |
| Class A<br>Common<br>Stock <sup>(13)</sup> | 05/23/2014 | S | 91  | D | \$<br>562.4128<br><sup>(22)</sup> | 592 | I | By Schmidt<br>Investments<br>LP Fund II |
| Class A<br>Common<br>Stock <sup>(13)</sup> | 05/23/2014 | S | 352 | D | \$<br>563.6562<br><sup>(23)</sup> | 240 | I | By Schmidt<br>Investments<br>LP Fund II |
| Class A<br>Common<br>Stock <sup>(13)</sup> | 05/23/2014 | S | 240 | D | \$<br>564.3016<br><sup>(24)</sup> | 0   | I | By Schmidt<br>Investments<br>LP Fund II |

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<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>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.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired<br>(A) or<br>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) |                                        | 8. Pri<br>Deriv<br>Secur<br>(Instr. |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|--------------------|---------------------------------------------------------------------|----------------------------------------|-------------------------------------|
|                                                     |                                                                       |                                         |                                                             | Code                                    | V (A) (D)                                                                                                       | Date<br>Exercisable                                            | Expiration<br>Date | Title                                                               | Amount<br>or<br>Number<br>of<br>Shares |                                     |
| Class B<br>Common<br>Stock                          | \$ 0                                                                  | 05/23/2014                              |                                                             | C                                       | 2,775                                                                                                           | (25)                                                           | (26)               | Class A<br>Common<br>Stock                                          | 2,775                                  | \$                                  |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other  
X Executive Chairman of Board

SCHMIDT ERIC E  
C/O GOOGLE INC.  
1600 AMPHITHEATRE PARKWAY  
MOUNTAIN VIEW, CA 94043

## Signatures

/s/ Valentina Margulis, as attorney-in-fact for Eric E.  
Schmidt

05/28/2014

\_\_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) This stock was received by the Reporting Person pursuant to a stock dividend declared by Google Inc. on January 29, 2014. As a result of the dividend, all holders of record of Class A Common Stock and Class B Common Stock on March 27, 2014 received on April 2, 2014 one share of Class C Capital Stock for each share of Class A Common Stock outstanding and one share of Class C Capital Stock for each share of Class B Common Stock outstanding.

(2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$543.84 to \$544.00, 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 (24) 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 \$544.01 to \$545.00, inclusive.

(4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$545.01 to \$546.00, inclusive.

(5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$546.01 to \$547.00, inclusive.

(6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$547.01 to \$548.00, inclusive.

(7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$548.01 to \$549.00, inclusive.

(8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$549.01 to \$550.00, inclusive.

(9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$550.01 to \$551.00, inclusive.

(10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$551.01 to \$552.00, inclusive.

(11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$552.01 to \$553.00, inclusive.

(12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$553.01 to \$554.00, inclusive.

(13) 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.

(14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$554.29 to \$555.00, inclusive.

(15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$555.01 to \$556.00, inclusive.

(16) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$556.01 to \$557.00, inclusive.

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- (17) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$557.01 to \$558.00, inclusive.
- (18) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$558.01 to \$559.00, inclusive.
- (19) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$559.01 to \$560.00, inclusive.
- (20) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$560.01 to \$561.00, inclusive.
- (21) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$561.01 to \$562.00, inclusive.
- (22) 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.
- (23) 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.
- (24) 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.
- (25) All shares are exercisable as of the transaction date.
- (26) There is no expiration date for the Issuer's Class B Common Stock.

### 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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