

Google Inc.
Form 4
April 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)
04/24/2014

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)
			Code	V	Amount	(A) or (D) Price			
Class A Common Stock ⁽¹⁾	04/24/2014		C		2,775	A \$ 0	2,775	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014		S		72	D \$ 531.605 ⁽²⁾	2,703	I	By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014		S		150	D \$ 532.6292 ⁽³⁾	2,553	I	By Schmidt Investments LP Fund II
Class A Common	04/24/2014		S		342	D \$ 533.5368	2,211	I	By Schmidt Investments

Edgar Filing: Google Inc. - Form 4

Stock ⁽¹⁾				⁽⁴⁾			LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014	S	1,069	D	\$ 534.3373 ⁽⁵⁾	1,142	I By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014	S	224	D	\$ 535.4463 ⁽⁶⁾	918	I By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014	S	240	D	\$ 536.6334 ⁽⁷⁾	678	I By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014	S	344	D	\$ 537.4622 ⁽⁸⁾	334	I By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014	S	100	D	\$ 538.4711 ⁽⁹⁾	234	I By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014	S	36	D	\$ 539.35 ⁽¹⁰⁾	198	I By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014	S	12	D	\$ 540.655 ⁽¹¹⁾	186	I By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014	S	42	D	\$ 541.4871 ⁽¹²⁾	144	I By Schmidt Investments LP Fund II
Class A Common Stock ⁽¹⁾	04/24/2014	S	144	D	\$ 542.01 ⁽¹³⁾	0	I By Schmidt Investments LP Fund II
Class A Common Stock	04/24/2014	S	179	D	\$ 531.605 ⁽²⁾	34,281	I By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	372	D	\$ 532.6292 ⁽³⁾	33,909	I By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	848	D	\$ 533.5368 ⁽⁴⁾	33,061	I By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	2,658	D	\$ 534.3373 ⁽⁵⁾	30,403	I By The Schmidt Family Foundation

Edgar Filing: Google Inc. - Form 4

Class A Common Stock	04/24/2014	S	555	D	\$ 535.4463 (6)	29,848	I	By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	596	D	\$ 536.6334 (7)	29,252	I	By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	855	D	\$ 537.4622 (8)	28,397	I	By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	249	D	\$ 538.4711 (9)	28,148	I	By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	89	D	\$ 539.35 (10)	28,059	I	By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	30	D	\$ 540.655 (11)	28,029	I	By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	104	D	\$ 541.4871 (12)	27,925	I	By The Schmidt Family Foundation
Class A Common Stock	04/24/2014	S	357	D	\$ 542.01 (13)	27,568	I	By The Schmidt Family Foundation
Class A Common Stock						40,039	D	
Class A Common Stock						10,576	I	By Schmidt Ocean Institute
Class A Common Stock						104,816	I	By Schmidt Science and Philanthropic Foundation

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of
information contained in this form are not**

SEC 1474
(9-02)

required to respond unless the form displays a currently valid OMB control number.

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. D	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common Stock	\$ 0	04/24/2014		C		2,775		(14)	(15)	Class A Common Stock	2,775
Class B Common Stock	\$ 0							(14)	(15)	Class A Common Stock	1,194,309
Class B Common Stock	\$ 0							(14)	(15)	Class A Common Stock	151,382
Class B Common Stock	\$ 0							(14)	(15)	Class A Common Stock	2,517,750

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

04/28/2014

**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) 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 \$531.01 to \$532.00, 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 (13) 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 \$532.01 to \$533.00, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$533.01 to \$544.00, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$534.01 to \$535.00, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$535.01 to \$536.00, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$536.01 to \$537.00, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$537.01 to \$538.00, inclusive.
- (9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$538.01 to \$539.00, inclusive.
- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$539.01 to \$540.00, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$540.01 to \$541.00, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$541.01 to \$542.00, inclusive.
- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$542.01 to \$543.00, inclusive.
- (14) All shares are exercisable as of the transaction date.
- (15) 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.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.