

Google Inc.  
Form 4  
October 17, 2014

**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

(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)  
10/15/2014

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)

Chief Executive Officer

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 or Price		
Class C Capital Stock <sup>(1)</sup>	10/15/2014		S		\$ 519.31 <sup>(2)</sup>	D	23,053,278
Class C Capital Stock <sup>(1)</sup>	10/15/2014		S		\$ 520.3125 <sup>(3)</sup>	D	23,052,878
Class C Capital Stock <sup>(1)</sup>	10/15/2014		S		\$ 521.3758 <sup>(4)</sup>	D	23,052,500
Class C Capital	10/15/2014		S		\$ 522.7264	D	23,051,400

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Stock <sup>(1)</sup>					<sup>(5)</sup>		
Class C Capital Stock <sup>(1)</sup>	10/15/2014	S	1,800	D	\$ 523.7512	23,049,600	D
Class C Capital Stock <sup>(1)</sup>	10/15/2014	S	2,332	D	\$ 524.7682	23,047,268	D
Class C Capital Stock <sup>(1)</sup>	10/15/2014	S	2,465	D	\$ 525.8164	23,044,803	D
Class C Capital Stock <sup>(1)</sup>	10/15/2014	S	2,137	D	\$ 526.7051	23,042,666	D
Class C Capital Stock <sup>(1)</sup>	10/15/2014	S	1,322	D	\$ 527.8462	23,041,344	D
Class C Capital Stock <sup>(1)</sup>	10/15/2014	S	1,218	D	\$ 528.7518	23,040,126	D
Class C Capital Stock <sup>(1)</sup>	10/15/2014	S	1,852	D	\$ 529.9222	23,038,274	D
Class C Capital Stock <sup>(1)</sup>	10/15/2014	S	762	D	\$ 530.7854	23,037,512	D
Class C Capital Stock <sup>(1)</sup>	10/15/2014	S	600	D	\$ 531.86	23,036,912	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	C	16,666	A	\$ 0	16,666	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	544	D	\$ 529.8841	16,122	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	200	D	\$ 531.19	15,922	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	700	D	\$ 532.2135	15,222	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	1,207	D	\$ 533.4008	14,015	D

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Class A Common Stock <sup>(15)</sup>	10/15/2014	S	1,523	D	\$ 534.3911 <sup>(20)</sup>	12,492	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	2,860	D	\$ 535.5826 <sup>(21)</sup>	9,632	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	2,773	D	\$ 536.4139 <sup>(22)</sup>	6,859	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	1,500	D	\$ 537.6188 <sup>(23)</sup>	5,359	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	1,200	D	\$ 538.7641 <sup>(24)</sup>	4,159	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	2,122	D	\$ 539.9732 <sup>(25)</sup>	2,037	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	1,262	D	\$ 541.0873 <sup>(26)</sup>	775	D
Class A Common Stock <sup>(15)</sup>	10/15/2014	S	775	D	\$ 542.4928 <sup>(27)</sup>	0	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. P... Der... Sec... (Ins...	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Class B Common	\$ 0	10/15/2014		C	16,666	<sup>(28)</sup>	<sup>(29)</sup>	Class A Common	16,666

Stock

Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	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 10/17/2014

\_\_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 \$518.74 to \$519.73, 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 (14) and (16) through (27) 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 \$519.98 to \$520.97, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$521.02 to \$522.00, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$522.10 to \$523.09, inclusive.
- (6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$523.27 to \$524.26, inclusive.
- (7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$524.36 to \$525.35, inclusive.
- (8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$525.37 to \$526.36, inclusive.
- (9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$526.38 to \$527.37, inclusive.
- (10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$527.48 to \$528.47, inclusive.
- (11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$528.48 to \$529.47, inclusive.
- (12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$529.48 to \$530.47, inclusive.

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- (13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$530.51 to \$531.50, inclusive.
- (14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$531.55 to \$532.54, inclusive.
- (15) 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.
- (16) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$529.68 to \$530.67, inclusive.
- (17) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$530.80 to \$531.79, inclusive.
- (18) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$531.88 to \$532.87, inclusive.
- (19) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$532.97 to \$533.96, inclusive.
- (20) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$533.97 to \$534.96, inclusive.
- (21) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$534.98 to \$535.97, inclusive.
- (22) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$536.04 to \$537.03, inclusive.
- (23) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$537.24 to \$538.23, inclusive.
- (24) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$538.52 to \$539.51, inclusive.
- (25) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$539.57 to \$540.56, inclusive.
- (26) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$540.78 to \$541.77, inclusive.
- (27) 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.
- (28) All shares are exercisable as of the transaction date.
- (29) 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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