

Google Inc.  
Form 4  
July 31, 2007

**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 \*  
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)  
07/27/2007

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)  
CEO, Chairman of Exec. Comm.

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 <sup>(1)</sup> | 07/27/2007                           |  | C                              | 17,915 A \$ 0 19,756  | I   | By Trust   |   |
| Class A Common Stock <sup>(1)</sup> | 07/27/2007                           |  | G V                            | 17,915 D \$ 0 1,841   | I   | By Trust   |   |
| Class A Common Stock <sup>(1)</sup> | 07/27/2007                           |  | C                              | 2,169 A \$ 0 10,424   | I   | By Limited Partnership I                                 |   |
| Class A Common                      | 07/27/2007                           |  | C                              | 15,245 A \$ 0 15,245  | I   | By Limited Partnership                                   |   |

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|   |            |   |        |   |           |        |   |                                |
|---|------------|---|--------|---|-----------|--------|---|--------------------------------|
| Stock <sup>(1)</sup>                      |            |   |        |   |           |        |   | II                             |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | C | 39,670 | A | \$ 0      | 41,511 | I | By Trust                       |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 6      | D | \$ 505.6  | 10,418 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 21     | D | \$ 506.11 | 10,397 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 6      | D | \$ 506.21 | 10,391 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 6      | D | \$ 506.29 | 10,385 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 3      | D | \$ 506.37 | 10,382 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 9      | D | \$ 506.39 | 10,373 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 3      | D | \$ 506.41 | 10,370 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 3      | D | \$ 506.45 | 10,367 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 12     | D | \$ 506.54 | 10,355 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 12     | D | \$ 506.7  | 10,343 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 17     | D | \$ 506.72 | 10,326 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 6      | D | \$ 506.77 | 10,320 | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 3      | D | \$ 506.83 | 10,317 | I | By Limited<br>Partnership<br>I |

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|   |            |   |    |   |               |           |   |                                |
|---|------------|---|----|---|---------------|-----------|---|--------------------------------|
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 9  | D | \$ 506.84     | 10,308    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 6  | D | \$ 506.85     | 10,302    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 15 | D | \$ 506.9      | 10,287    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 6  | D | \$<br>506.925 | 10,281    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 6  | D | \$ 506.93     | 10,275    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 6  | D | \$ 506.98     | 10,269    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 6  | D | \$ 507        | 10,263    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 15 | D | \$ 507.13     | 10,248    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 8  | D | \$ 507.14     | 10,240    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 9  | D | \$ 507.16     | 10,231    | I | By Limited<br>Partnership<br>I |
| Class A<br>Common<br>Stock <sup>(1)</sup> | 07/27/2007 | S | 3  | D | \$ 507.17     | 10,228    | I | By Limited<br>Partnership<br>I |
| Class B<br>Common<br>Stock <sup>(1)</sup> |            |   |    |   |               | 1,194,309 | D |                                |

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)

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| 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 Stock                       | \$ 0   | 07/27/2007                           |  | C                              |   | (2) (3)  | (2) (3)   | Class A Common Stock | 17,915                     |
| Class B Common Stock                       | \$ 0   | 07/27/2007                           |  | C                              |   | (2) (3)  | (2) (3)   | Class A Common Stock | 2,169                      |
| Class B Common Stock                       | \$ 0   | 07/27/2007                           |  | C                              |   | (2) (3)  | (2) (3)   | Class A Common Stock | 15,245                     |
| Class B Common Stock                       | \$ 0   | 07/27/2007                           |  | C                              |   | (2) (3)  | (2) (3)   | Class A Common Stock | 39,670                     |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                                    |       |
|---|---------------|-----------|------------------------------------|-------|
|   | Director      | 10% Owner | Officer                            | Other |
| SCHMIDT ERIC E<br>C/O GOOGLE INC.<br>1600 AMPHITHEATRE PARKWAY<br>MOUNTAIN VIEW, CA 94043 | X             | X         | CEO,<br>Chairman of<br>Exec. Comm. |       |

## Signatures

/s/Rumit Kanakia as Attorney-in-Fact for Eric E. Schmidt 07/31/2007

\*\*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 issued upon conversion of one share of Class B Common Stock at 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:

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Related transactions effected by the Reporting Person on July 27, 2007 are reported on additional Forms 4 filed on July 31, 2007.

\*\*\*All of the sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan.\*\*\*

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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