

GOOGLE INC.
Form 4
September 28, 2015

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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)
09/24/2015

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	(A) or (D)	Price
Class A Common Stock ⁽¹⁾	09/24/2015		C		16,666	A	\$ 0
Class C Capital Stock	09/24/2015		S		1,250	D	\$ 613.2892
Class C Capital Stock	09/24/2015		S		917	D	\$ 614.1452
Class C Capital	09/24/2015		S		1,279	D	\$ 21,762,892
							615.4659

Edgar Filing: GOOGLE INC. - Form 4

Stock					<u>(4)</u>		
Class C Capital Stock	09/24/2015	S	3,376	D	\$ 616.3699	21,759,516	D
					<u>(5)</u>		
Class C Capital Stock	09/24/2015	S	3,110	D	\$ 617.3246	21,756,406	D
					<u>(6)</u>		
Class C Capital Stock	09/24/2015	S	1,055	D	\$ 618.5481	21,755,351	D
					<u>(7)</u>		
Class C Capital Stock	09/24/2015	S	1,174	D	\$ 619.425	21,754,177	D
					<u>(8)</u>		
Class C Capital Stock	09/24/2015	S	506	D	\$ 620.6666	21,753,671	D
					<u>(9)</u>		
Class C Capital Stock	09/24/2015	S	591	D	\$ 621.6049	21,753,080	D
					<u>(10)</u>		
Class C Capital Stock	09/24/2015	S	463	D	\$ 622.6607	21,752,617	D
					<u>(11)</u>		
Class C Capital Stock	09/24/2015	S	532	D	\$ 623.7112	21,752,085	D
					<u>(12)</u>		
Class C Capital Stock	09/24/2015	S	813	D	\$ 624.8963	21,751,272	D
					<u>(13)</u>		
Class C Capital Stock	09/24/2015	S	1,373	D	\$ 625.8868	21,749,899	D
					<u>(14)</u>		
Class C Capital Stock	09/24/2015	S	227	D	\$ 626.6305	21,749,672	D
					<u>(15)</u>		
Class A Common Stock <u>(1)</u>	09/24/2015	S	1,237	D	\$ 643.2563	90,429	D
					<u>(16)</u>		
Class A Common Stock <u>(1)</u>	09/24/2015	S	557	D	\$ 644.0905	89,872	D
					<u>(17)</u>		
Class A Common Stock <u>(1)</u>	09/24/2015	S	2,104	D	\$ 645.3675	87,768	D
					<u>(18)</u>		

Edgar Filing: GOOGLE INC. - Form 4

Class A Common Stock ⁽¹⁾	09/24/2015	S	3,227	D	\$ 646.2541 <u>(19)</u>	84,541	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	1,927	D	\$ 647.157 <u>(20)</u>	82,614	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	1,876	D	\$ 648.2022 <u>(21)</u>	80,738	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	700	D	\$ 649.4829 <u>(22)</u>	80,038	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	878	D	\$ 650.4646 <u>(23)</u>	79,160	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	565	D	\$ 651.2484 <u>(24)</u>	78,595	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	723	D	\$ 652.3657 <u>(25)</u>	77,872	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	640	D	\$ 653.4506 <u>(26)</u>	77,232	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	967	D	\$ 654.6505 <u>(27)</u>	76,265	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	1,216	D	\$ 655.412 <u>(28)</u>	75,049	D
Class A Common Stock ⁽¹⁾	09/24/2015	S	49	D	\$ 656.2	75,000	D

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

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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. P Deriv
---------------------------------	---------------------------	--------------------------------------	-----------------------------------	---------------------	------------------------------------	--	---	------------

Edgar Filing: GOOGLE INC. - Form 4

- (13) These shares were sold in multiple transactions at prices ranging from \$625.27 to \$626.26, inclusive.
- (14) These shares were sold in multiple transactions at prices ranging from \$625.35 to \$626.34, inclusive.
- (15) These shares were sold in multiple transactions at prices ranging from \$626.35 to \$627.34, inclusive.
- (16) These shares were sold in multiple transactions at prices ranging from \$642.57 to \$643.56, inclusive.
- (17) These shares were sold in multiple transactions at prices ranging from \$643.70 to \$644.69, inclusive.
- (18) These shares were sold in multiple transactions at prices ranging from \$644.73 to \$645.72, inclusive.
- (19) These shares were sold in multiple transactions at prices ranging from \$645.74 to \$646.73, inclusive.
- (20) These shares were sold in multiple transactions at prices ranging from \$646.75 to \$647.74, inclusive.
- (21) These shares were sold in multiple transactions at prices ranging from \$647.76 to \$648.75, inclusive.
- (22) These shares were sold in multiple transactions at prices ranging from \$648.82 to \$649.81, inclusive.
- (23) These shares were sold in multiple transactions at prices ranging from \$649.93 to \$650.92, inclusive.
- (24) These shares were sold in multiple transactions at prices ranging from \$650.93 to \$651.92, inclusive.
- (25) These shares were sold in multiple transactions at prices ranging from \$651.93 to \$652.92, inclusive.
- (26) These shares were sold in multiple transactions at prices ranging from \$652.95 to \$653.94, inclusive.
- (27) These shares were sold in multiple transactions at prices ranging from \$654.11 to \$655.10, inclusive.
- (28) These shares were sold in multiple transactions at prices ranging from \$655.20 to \$656.19, inclusive.
- (29) All shares are exercisable as of the transaction date.
- (30) There is no expiration date for the Issuer's Class B Common Stock.

Remarks:

All transactions 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.

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.