SCHMIDT ERIC E
Form 4
October 31, 2007

FORM 4

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

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
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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).

(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)
10/30/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

__X__ Director __X__ 10% Owner
__X__ Officer (give title below) _____ Other (specify below)
CEO, Chairman of Exec. Comm.

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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)	10/30/2007		S		53	D	$ 695.49	38,365	I	By Trust
Class A Common Stock (1)	10/30/2007		S		582	D	$ 695.5	37,783	I	By Trust
Class A Common Stock (1)	10/30/2007		S		159	D	$ 695.53	37,624	I	By Trust
Class A Common	10/30/2007		S		53	D	$ 695.56	37,571	I	By Trust

Stock [(1)]								
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.57	37,518	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.65	37,465	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.66	37,412	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	106	D	$ 695.67	37,306	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.72	37,253	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.74	37,200	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.77	37,147	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.8	37,094	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	212	D	$ 695.82	36,882	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	106	D	$ 695.85	36,776	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.87	36,723	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	95	D	$ 695.89	36,628	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.9	36,575	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	212	D	$ 695.91	36,363	I	By Trust

Class A Common Stock [(1)]	10/30/2007	S	159	D	$ 695.92	36,204	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.93	36,151	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 695.94	36,098	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	159	D	$ 695.96	35,939	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	212	D	$ 695.98	35,727	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	105	D	$ 695.99	35,622	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	159	D	$ 696.04	35,463	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	159	D	$ 696.05	35,304	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	159	D	$ 696.11	35,145	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	11	D	$ 696.15	35,134	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 696.2	35,081	I	By Trust
Class A Common Stock [(1)]	10/30/2007	S	53	D	$ 696.22	35,028	I	By Trust

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

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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. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

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	X	CEO, Chairman of Exec. Comm.	

Signatures

/s/Rumit Kanakia as Attorney-in-Fact for Eric E. Schmidt	10/31/2007
**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.

Remarks:

Related transactions effected by the Reporting Person on October 30, 2007 are reported on additional Forms 4 filed on Octobe

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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