

Rosenberg Jonathan J
Form 4
October 06, 2010

FORM 4

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

OMB APPROVAL

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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 *
Rosenberg Jonathan J

(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)
10/04/2010

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)
SVP Prod. Mgmt.

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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Class A Common Stock	10/04/2010		C	240 A \$ 0	2,708	D	
Class A Common Stock	10/04/2010		G V	240 D \$ 0	2,468	D	
Class A Common Stock	10/04/2010		G V	240 A \$ 0	30,008	I	By Trust
Class A Common	10/04/2010		S	20 D \$ 519.57	29,988	I	By Trust

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Stock									
Class A Common Stock	10/04/2010	S	40	D	\$ 520.17	29,948	I	By Trust	
Class A Common Stock	10/04/2010	S	20	D	\$ 520.71	29,928	I	By Trust	
Class A Common Stock	10/04/2010	S	40	D	\$ 520.78	29,888	I	By Trust	
Class A Common Stock	10/04/2010	S	40	D	\$ 520.84	29,848	I	By Trust	
Class A Common Stock	10/04/2010	S	20	D	\$ 521.96	29,828	I	By Trust	
Class A Common Stock	10/04/2010	S	20	D	\$ 524.95	29,808	I	By Trust	
Class A Common Stock	10/04/2010	S	20	D	\$ 526.61	29,788	I	By Trust	
Class A Common Stock	10/04/2010	S	20	D	\$ 527.43	29,768	I	By Trust	
Class A Common Stock						1,465	I	By GRAT	
Class A Common Stock						2,053	I	By GRAT 2	
Class A Common Stock						270	I	By Trust 2	
Class A Common Stock						270	I	By Trust 3	
Google Stock Unit <u>(1)</u>						2,500	D		
Google Stock Unit <u>(1)</u>						10,669	D		

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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. Amount or Number of Shares
Option To Purchase Class B Common Stock	\$ 5	10/04/2010		M	240	<u>(2)</u> 07/18/2013	Class B Common Stock	240
Class B Common Stock	\$ 0	10/04/2010		M	240	<u>(3)</u> <u>(4)</u>	Class A Common Stock	240
Class B Common Stock	\$ 0	10/04/2010		C	240	<u>(3)</u> <u>(4)</u>	Class A Common Stock	240
Option To Purchase Class A Common Stock	\$ 308.57					<u>(5)</u> 03/01/2017	Class A Common Stock	40,000
Option To Purchase Class A Common Stock	\$ 318.92					<u>(6)</u> 03/04/2019	Class A Common Stock	34,138

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Rosenberg Jonathan J C/O GOOGLE INC. 1600 AMPHITHEATRE PARKWAY MOUNTAIN VIEW, CA 94043			SVP Prod. Mgmt.	

Signatures

/s/ Jonathan Frankel, attorney-in-fact for Jonathan J. Rosenberg
 10/06/2010
 **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).
 The Google Stock Units ("GSUs") entitle the reporting person to receive one share of Google Inc.'s Class A Common Stock for each share underlying the GSU as the GSU vests. The GSUs vest as follows: 1/4th of the GSUs shall vest on the one-year grant date anniversary and 1/16th each quarter thereafter until the units are fully vested, subject to continued employment with Google on the applicable vesting dates.
 Shares subject to this option will begin vesting on February 26, 2006 and will vest as follows: (i) 15 percent on the one year anniversary of the vesting commencement date, (ii) 17.5 percent in the second year of vesting, (iii) 20 percent in the third year of vesting, (iv) 22.5 percent in the fourth year of vesting, and (v) 25 percent in the fifth year of vesting; provided that shares vesting in each of the years following the one year anniversary of the vesting commencement date will vest in the respective amounts described above ratably at the end of each month.
- (3) All shares are exercisable as of the transaction date.
- (4) There is no expiration date for the Google Inc.'s Class B Common Stock.
- (5) The option vests and becomes exercisable as described in the Form 4 filed by the Reporting Person on May 11, 2009.
- (6) 1/4th of the option shall vest on the one-year grant date anniversary and 1/48th each month thereafter until the option is fully vested, subject to continued employment with Google on the applicable vesting dates.

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. 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.