

GOOGLE INC.  
Form 4  
October 05, 2015

**FORM 4**

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

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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Brin Sergey

(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)

10/01/2015

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)

Co-Founder

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)
Class A Common Stock <sup>(1)</sup>	10/01/2015		C	16,666 A	\$ 0	16,666	D
Class C Capital Stock	10/01/2015		S	100 D	\$ 600.07	21,202,615	D
Class C Capital Stock	10/01/2015		S	2,200 D	\$ 602.952 <sup>(2)</sup>	21,200,415	D
Class C Capital	10/01/2015		S	1,700 D	\$ 604.1808	21,198,715	D

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Stock					(3)		
Class C Capital Stock	10/01/2015	S	1,800	D	\$ 605.318 (4)	21,196,915	D
Class C Capital Stock	10/01/2015	S	1,300	D	\$ 606.4823 (5)	21,195,615	D
Class C Capital Stock	10/01/2015	S	2,100	D	\$ 607.3401 (6)	21,193,515	D
Class C Capital Stock	10/01/2015	S	3,276	D	\$ 608.7269 (7)	21,190,239	D
Class C Capital Stock	10/01/2015	S	1,901	D	\$ 609.7317 (8)	21,188,338	D
Class C Capital Stock	10/01/2015	S	2,089	D	\$ 610.8001 (9)	21,186,249	D
Class C Capital Stock	10/01/2015	S	200	D	\$ 611.815 (10)	21,186,049	D
Class A Common Stock (1)	10/01/2015	S	566	D	\$ 632.5254 (11)	16,100	D
Class A Common Stock (1)	10/01/2015	S	919	D	\$ 633.7957 (12)	15,181	D
Class A Common Stock (1)	10/01/2015	S	1,550	D	\$ 634.8532 (13)	13,631	D
Class A Common Stock (1)	10/01/2015	S	1,927	D	\$ 635.9364 (14)	11,704	D
Class A Common Stock (1)	10/01/2015	S	1,579	D	\$ 636.8481 (15)	10,125	D
Class A Common Stock (1)	10/01/2015	S	1,500	D	\$ 638.058 (16)	8,625	D
Class A Common Stock (1)	10/01/2015	S	1,618	D	\$ 38.8761 (17)	7,007	D

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Class A Common Stock <sup>(1)</sup>	10/01/2015	S	3,002	D	\$ 640.0288 <sup>(18)</sup>	4,005	D
Class A Common Stock <sup>(1)</sup>	10/01/2015	S	2,713	D	\$ 640.9887 <sup>(19)</sup>	1,292	D
Class A Common Stock <sup>(1)</sup>	10/01/2015	S	992	D	\$ 641.8986 <sup>(20)</sup>	300	D
Class A Common Stock <sup>(1)</sup>	10/01/2015	S	300	D	\$ 642.8 <sup>(21)</sup>	0	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)

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	10/01/2015		C	16,666	<u>(22)</u>	<u>(23)</u>	Class A Common Stock	16,666

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Brin Sergey C/O GOOGLE INC. 1600 AMPHITHEATRE PARKWAY MOUNTAIN VIEW, CA 94043	X	X	Co-Founder	

## Signatures

/s/ Valentina Margulis, as attorney-in-fact for  
Sergey Brin

10/05/2015

\_\_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 was issued upon the conversion of one share of Class B Common Stock at the election of Reporting Person.
- (2) The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$600.07 to \$601.08, 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 (21) to this Form 4.
- (3) The shares were sold in multiple transactions at prices ranging from \$603.73 to \$604.72, inclusive.
- (4) The shares were sold in multiple transactions at prices ranging from \$604.80 to \$605.79, inclusive.
- (5) The shares were sold in multiple transactions at prices ranging from \$605.85 to \$606.84, inclusive.
- (6) The shares were sold in multiple transactions at prices ranging from \$607.01 to \$608.00, inclusive.
- (7) The shares were sold in multiple transactions at prices ranging from \$608.21 to \$609.20, inclusive.
- (8) The shares were sold in multiple transactions at prices ranging from \$609.27 to \$610.26, inclusive.
- (9) The shares were sold in multiple transactions at prices ranging from \$610.36 to \$611.35, inclusive.
- (10) The shares were sold in multiple transactions at prices ranging from \$611.54 to \$612.53, inclusive.
- (11) The shares were sold in multiple transactions at prices ranging from \$632.06 to \$633.05, inclusive.
- (12) The shares were sold in multiple transactions at prices ranging from \$633.27 to \$634.26, inclusive.
- (13) The shares were sold in multiple transactions at prices ranging from \$634.34 to \$635.33, inclusive.
- (14) The shares were sold in multiple transactions at prices ranging from \$635.44 to \$636.43, inclusive.
- (15) The shares were sold in multiple transactions at prices ranging from \$636.44 to \$637.43, inclusive.
- (16) The shares were sold in multiple transactions at prices ranging from \$637.45 to \$638.44, inclusive.
- (17) The shares were sold in multiple transactions at prices ranging from \$638.48 to \$639.47, inclusive.
- (18) The shares were sold in multiple transactions at prices ranging from \$639.50 to \$640.49, inclusive.
- (19) The shares were sold in multiple transactions at prices ranging from \$640.50 to \$641.49, inclusive.
- (20) The shares were sold in multiple transactions at prices ranging from \$641.54 to \$642.53, inclusive.
- (21) The shares were sold in multiple transactions at prices ranging from \$642.55 to \$643.54, inclusive.
- (22) All shares are exercisable as of the transaction date.
- (23) There is no expiration date for the Issuer's Class B Common Stock.

### Remarks:

All transactions were effected pursuant to a Rule 10b5-1 Trading Plan adopted by the Reporting Person.

As of October 2, 2015, pursuant to a merger, Alphabet Inc. became the successor issuer to, and parent holding company of, Google Inc.

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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