Page Lawrence
Form 4
January 16, 2013

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 *
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)
01/15/2013

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)
Chief Executive Officer

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)	01/15/2013		C		20,833	A	$ 0	30,833	D	
Class A Common Stock (1)	01/15/2013		S		300	D	$ 713.0833 (2)	30,533	D	
Class A Common Stock (1)	01/15/2013		S		843	D	$ 714.3969 (3)	29,690	D	
Class A Common	01/15/2013		S		1,243	D	$ 715.4469	28,447	D	

Stock [1]					[4]		
Class A Common Stock [1]	01/15/2013	S	1,415	D	$ 716.1417 [5]	27,032	D
Class A Common Stock [1]	01/15/2013	S	998	D	$ 717.3306 [6]	26,034	D
Class A Common Stock [1]	01/15/2013	S	931	D	$ 718.2881 [7]	25,103	D
Class A Common Stock [1]	01/15/2013	S	439	D	$ 719.1146 [8]	24,664	D
Class A Common Stock [1]	01/15/2013	S	1,113	D	$ 720.5027 [9]	23,551	D
Class A Common Stock [1]	01/15/2013	S	1,820	D	$ 721.3135 [10]	21,731	D
Class A Common Stock [1]	01/15/2013	S	2,923	D	$ 722.35 [11]	18,808	D
Class A Common Stock [1]	01/15/2013	S	2,283	D	$ 723.4549 [12]	16,525	D
Class A Common Stock [1]	01/15/2013	S	4,312	D	$ 724.3514 [13]	12,213	D
Class A Common Stock [1]	01/15/2013	S	1,058	D	$ 725.2939 [14]	11,155	D
Class A Common Stock [1]	01/15/2013	S	204	D	$ 726.3698 [15]	10,951	D
Class A Common Stock [1]	01/15/2013	S	200	D	$ 727.425 [16]	10,751	D
Class A Common Stock [1]	01/15/2013	S	200	D	$ 729.565 [17]	10,551	D
Class A Common Stock [1]	01/15/2013	S	100	D	$ 730.42 [18]	10,451	D

Class A Common Stock (1)	01/15/2013		S	351	D	$ 731.2475 (19)	10,100	D
Class A Common Stock (1)	01/15/2013		S	100	D	$ 733.28 (20)	10,000	D

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. P Deri Secu (Ins
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Class B Common Stock	$ 0	01/15/2013		C			20,833	(21)	(22)	Class A Common Stock	20,833	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Page Lawrence C/O GOOGLE INC. 1600 AMPHITHEATRE PARKWAY MOUNTAIN VIEW, CA 94043	X	X	Chief Executive Officer	

Signatures

/s/ Valentina Margulis as attorney-in-fact for Lawrence Page	01/16/2013
**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. These shares were sold in multiple transactions at prices ranging from $712.84 to $713.83, 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 (20) to this Form 4.

(3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $713.84 to $714.83, inclusive.

(4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $714.84 to $715.83, inclusive.

(5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $715.84 to $716.83, inclusive.

(6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $716.84 to $717.83, inclusive.

(7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $717.84 to $718.83, inclusive.

(8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $718.84 to $718.83, inclusive.

(9) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $719.84 to $720.83, inclusive.

(10) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $720.84 to $721.83, inclusive.

(11) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $721.84 to $722.83, inclusive.

(12) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $722.84 to $723.83, inclusive.

(13) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $723.84 to $724.83, inclusive.

(14) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $724.84 to $725.83, inclusive.

(15) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $725.84 to $726.83, inclusive.

(16) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $726.84 to $727.83, inclusive.

(17) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $728.84 to $729.83, inclusive.

(18) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $729.84 to $730.83, inclusive.

(19) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $730.84 to $731.83, inclusive.

(20) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $732.84 to $733.83, inclusive.

(21) All shares are exercisable as of the transaction date.

(22) There is no expiration date for the Issuer's Class B Common Stock.

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.

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