APPLE INC
Reported by
WILLIAMS JEFFREY E

FORM 3
(Initial Statement of Beneficial Ownership)

Filed 07/19/10 for the Period Ending 07/07/10

Address  ONE INFINITE LOOP
          CUPERTINO, CA 95014
Telephone  (408) 996-1010
CIK         0000320193
Symbol      AAPL
SIC Code    3571 - Electronic Computers
Industry    Computer Hardware
Sector      Technology
Fiscal Year 09/30
INITIAL STATEMENT OF 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

1. Name and Address of Reporting Person *
   WILLIAMS JEFFREY E
   1 INFINITE LOOP
   CUPERTINO, CA 95014

2. Date of Event Requiring Statement (MM/DD/YYYY)
   7/7/2010

3. Issuer Name and Ticker or Trading Symbol
   APPLE INC [AAPL]

4. Relationship of Reporting Person(s) to Issuer (Check all applicable)
   ___ Director
   ___ 10% Owner
   X ___ Officer (give title below)
   ___ Other (specify below)
   Senior Vice President /

5. If Amendment, Date Original Filed (MM/DD/YYYY)

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 Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Amount of Securities Beneficially Owned</th>
<th>Ownership Form: Direct (D) or Indirect (I)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>47308</td>
<td>D</td>
</tr>
</tbody>
</table>

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>Title of Derivate Security</th>
<th>Date Exercisable and Expiration Date (MM/DD/YYYY)</th>
<th>Title Amount of Securities Underlying Derivative Security</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Ownership Form of Derivative Security: Direct (D) or Indirect (I)</th>
<th>Nature of Indirect Beneficial Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Stock Option</td>
<td>8/30/2012</td>
<td>Common Stock</td>
<td>$46.57000</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Units</td>
<td>(1)</td>
<td>Common Stock</td>
<td>40000</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Units</td>
<td>(2)</td>
<td>Common Stock</td>
<td>10000</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Units</td>
<td>(3)</td>
<td>Common Stock</td>
<td>20000</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Units</td>
<td>(4)</td>
<td>Common Stock</td>
<td>18750</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Units</td>
<td>(5)</td>
<td>Common Stock</td>
<td>26250</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Units</td>
<td>(6)</td>
<td>Common Stock</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Explanation of Responses:

(1) This Employee Stock Option was granted 8/30/2005 and vests over a four-year period at 6.25% per quarter.

(2) This RSU award was granted 12/12/2006 and vests 25% on each of the first four anniversaries of the grant date.

(3) Each restricted stock unit represents the right to receive, at settlement, one (1) share of common stock.

(4) This RSU award was granted 10/18/2007 and vests 25% on each of the first four anniversaries of the grant date.

(5) This RSU award was granted 10/12/2008 and vests 12.5% in semi-annual installments over a four-year period.

(6) This RSU award was granted 9/26/2009 and vests 12.5% in semi-annual installments over a four-year period.

<table>
<thead>
<tr>
<th>Reporting Owners</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>WILLIAMS JEFFREY E</td>
<td>Director</td>
</tr>
<tr>
<td>1 INFINITE LOOP</td>
<td>10% Owner</td>
</tr>
<tr>
<td>CUPERTINO, CA 95014</td>
<td>Officer</td>
</tr>
<tr>
<td></td>
<td>Senior Vice President</td>
</tr>
</tbody>
</table>

Signatures

/s/ Jeffrey E. Williams 7/19/2010

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

* If the form is filed by more than one reporting person, see Instruction 5(b)(v).


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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