APPLE INC
Reported by
WILLIAMS JEFFREY E

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 08/05/10 for the Period Ending 07/30/10

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
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(f) of the Investment Company Act of 1940

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

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

3. Date of Earliest Transaction (MM/DD/YYYY)  
7/30/2010

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  
_____ Director  
_____ 10% Owner  
__ X__ Officer (give title below)  
_____ Other (specify below)  
Senior Vice President

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Trans. Date</th>
<th>Trans. Date, if any</th>
<th>Trans. Code (Instr. 8)</th>
<th>Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock (ESPP)</td>
<td>7/30/2010</td>
<td>A</td>
<td>118</td>
<td>A</td>
<td>$179.8685</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

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

Explanation of Responses:

(1) The reporting person is voluntarily reporting the acquisition of shares of the issuer's common stock pursuant to the Apple Inc. Employee Stock Purchase Plan ("ESPP"), for the ESPP purchase period of December 28, 2009 through July 30, 2010. This transaction is also exempt under Rule 16b-3(c).

(2) In accordance with the ESPP, these shares were purchased based on 85% of the closing price of the issuer's common stock on December 28, 2009.

Reporting Owners

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

Signatures

/s/ Jeffrey E. Williams  8/5/2010
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 4(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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