APPLE INC
Reported by
WILLIAMS JEFFREY E

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 09/23/10 for the Period Ending 09/21/10

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

(Last) (First) (Middle)

1 INFINITE LOOP

(Street)

CUPERTINO, CA 95014

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

APPLE INC [ AAPL ]

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

9/21/2010

4. If Amendment, Date Original Filed

(MM/DD/YYYY)

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>1. Title of Security (Instr. 3)</th>
<th>2. Trans. Date</th>
<th>2A. Deemed Execution Date, if any</th>
<th>3. Trans. Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Units</td>
<td>9/21/2010</td>
<td></td>
<td>A</td>
<td>100000</td>
<td>100000</td>
<td>Direct (D)</td>
<td>Senior Vice President</td>
</tr>
</tbody>
</table>

4. If Amendment, Date Original Filed

(MM/DD/YYYY)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

6. Individual or Joint/Group Filing (Check Applicable Line)

X  Form filed by One Reporting Person

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

<table>
<thead>
<tr>
<th>1. Title of Derivate Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>3. Trans. Date</th>
<th>3A. Deemed Execution Date, if any</th>
<th>4. Trans. Code (Instr. 8)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3 and 5)</th>
<th>6. Date Exercisable and Expiration Date</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Units</td>
<td>(1)</td>
<td>9/21/2010</td>
<td></td>
<td>A</td>
<td>100000</td>
<td>9/21/2014 (2)</td>
<td>Common Stock 100000 $0</td>
<td>100000</td>
<td>Direct (D)</td>
<td>Senior Vice President</td>
<td>Directional Ownership (Instr. 4)</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Each restricted stock unit represents the contingent right to receive one share of common stock upon vesting of the unit.

(2) 100% of the restricted stock units are scheduled to vest on September 21, 2014, assuming continued employment through the vesting date.

Reporting Owners

Reporting Owner Name / Address          Relationships

WILLIAMS JEFFREY E

1 INFINITE LOOP

CUPERTINO, CA 95014                Director 10% Owner Officer Other

Senior Vice President

Signatures

/s/ Jeffrey E. Williams 9/23/2010

** Signature of Reporting Person
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. Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.