APPLE INC
Reported by
WILLIAMS JEFFREY E

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 10/19/10 for the Period Ending 10/15/10

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)

10/15/2010

4. If Amendment, Date Original Filed

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)

_____ Director

___ 10% Owner

__ Officer (give title below)

_____ Other (specify below)

Senior Vice President

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

<table>
<thead>
<tr>
<th>Title of Security</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>Common Stock</td>
<td>10/15/2010</td>
<td>M 3750 A</td>
<td></td>
<td></td>
<td>51176</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>10/15/2010</td>
<td>M 3750 A</td>
<td></td>
<td></td>
<td>54926</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>10/15/2010</td>
<td>F 3502 D $317.74</td>
<td></td>
<td></td>
<td>51424</td>
<td>D</td>
<td></td>
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<tr>
<td>Common Stock</td>
<td>10/18/2010</td>
<td>M 10000 A</td>
<td></td>
<td></td>
<td>61424</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>10/18/2010</td>
<td>F 4668 D $318</td>
<td></td>
<td></td>
<td>56756</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Unit</td>
<td>(1)</td>
<td>10/15/2010</td>
<td>M 3750</td>
<td>10/15/2010 (3)</td>
<td>10/15/2013 Common Stock 3750 (1)</td>
<td>22500</td>
<td>D</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Unit</td>
<td>(1)</td>
<td>10/15/2010</td>
<td>M 3750</td>
<td>10/15/2010 (4)</td>
<td>10/15/2012 Common Stock 3750 (1)</td>
<td>15000</td>
<td>D</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Unit</td>
<td>(1)</td>
<td>10/18/2010</td>
<td>M 10000</td>
<td>10/18/2010 (5)</td>
<td>10/18/2011 Common Stock 10000 (1)</td>
<td>10000</td>
<td>D</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Explanation of Responses:
(1) Each restricted stock unit represents the right to receive, at settlement, one (1) share of common stock. This transaction represents the settlement of vested restricted stock units in shares of common stock.
Shares withheld by Registrant to satisfy minimum statutory withholding requirements on vesting of restricted stock units.

This restricted stock unit award was granted on September 26, 2009 and vests in semi-annual installments over four years, beginning on April 15, 2010.

This restricted stock unit award was granted on October 12, 2008 and vests in semi-annual installments over four years, beginning on April 15, 2009.

This restricted stock unit award was granted on October 18, 2007 and vests in annual installments on each of the first four anniversaries of the grant date.

### Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>WILLIAMS JEFFREY E 1 INFINITE LOOP CUPERTINO, CA 95014</td>
<td>Senior Vice President</td>
</tr>
</tbody>
</table>

**Signatures**

/s/ Jeffrey E. Williams 10/19/2010

** Signature of Reporting Person  Date**

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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