APPLE INC
Reported by
WILLIAMS JEFFREY E

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 02/09/11 for the Period Ending 02/07/11

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)
   2/7/2011

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

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

6. Individual or Joint/Group Filing (Check Applicable Line)
   ___ Form filed by One Reporting Person
   __ X 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>Trans. Date</th>
<th>Code</th>
<th>Amount</th>
<th>Price</th>
<th>Ownership Form</th>
<th>Nature of Indirect Beneficial Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/7/2011</td>
<td>M</td>
<td>500</td>
<td>$46.57</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>2/7/2011</td>
<td>S</td>
<td>8000</td>
<td>$350</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>Title of Derivate Security</th>
<th>Trans. Date</th>
<th>Code</th>
<th>Amount</th>
<th>Price</th>
<th>Ownership Form</th>
<th>Nature of Indirect Beneficial Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Stock Option</td>
<td>$46.57</td>
<td>M</td>
<td>500</td>
<td>8/30/2012</td>
<td>D</td>
<td></td>
</tr>
</tbody>
</table>

Explanation of Responses:
(1) These transactions were made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 19, 2010.
(2) This option was granted on August 30, 2005 and vested in 16 quarterly installments over the four-year period after the date of grant.

Reporting Owners

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

Signatures

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.