APPLE INC
Reported by
FEDERIGHI CRAIG

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 05/25/17 for the Period Ending 05/23/17

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
1. Name and Address of Reporting Person *

FEDERIGHI CRAIG

(Last) (First) (Middle)

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)

5/23/2017

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

5/23/2017

5. Relationship of Reporting Person(s) to Issuer

Director 10% Owner

X Officer (give title below) Other (specify below)

Senior Vice President

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

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Deemed Execution Date, if any</th>
<th>Securities Acquired (A) or Disposed of (D)</th>
<th>Amount (A) or (D)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>5/23/2017</td>
<td>S</td>
<td></td>
<td>40500</td>
<td>D</td>
<td>$154.01</td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/24/2017</td>
<td>S</td>
<td></td>
<td>24000</td>
<td>D</td>
<td>$152.95</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) This transaction was executed in multiple trades at prices ranging from $154.00 to $154.10; the price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, Apple, or a security holder of Apple.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEDERIGHI CRAIG</td>
<td>Director</td>
</tr>
<tr>
<td>1 INFINITE LOOP</td>
<td>10% Owner</td>
</tr>
<tr>
<td>CUPERTINO, CA 95014</td>
<td>Senior Vice President</td>
</tr>
</tbody>
</table>

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Craig Federighi 5/25/2017

---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.