APPLE INC
Reported by
SCHILLER PHILIP W

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 10/03/17 for the Period Ending 10/01/17

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
UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person –
   SCHILLER PHILIP W
   (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)
   10/1/2017

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

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>Date</th>
<th>Code</th>
<th>Trans.</th>
<th>Executed</th>
<th>Deemed</th>
<th>Aquired (A) or Disposed of (D)</th>
<th>Amount (A) or (D)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>10/1/2017</td>
<td>M</td>
<td>125494</td>
<td>A</td>
<td>125494</td>
<td>D</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Common Stock (1)</td>
<td>10/1/2017</td>
<td>F</td>
<td>60868</td>
<td>D</td>
<td>$154.12</td>
<td>56808</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock (1)</td>
<td>10/1/2017</td>
<td>G</td>
<td>56808</td>
<td>D</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Common Stock (1)</td>
<td>10/1/2017</td>
<td>G</td>
<td>56808</td>
<td>A</td>
<td>106383</td>
<td>D</td>
<td></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 Derivative Security</th>
<th>Date</th>
<th>Code</th>
<th>Executed</th>
<th>Deemed</th>
<th>Aquired (A) or Disposed of (D)</th>
<th>Amount (A) or (D)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Unit (1)</td>
<td>10/1/2017</td>
<td>M</td>
<td>125494</td>
<td>D</td>
<td>125494</td>
<td>D</td>
<td>0</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Each restricted stock unit (RSU) represents the right to receive, at settlement, one share of common stock. This transaction represents the settlement of RSUs in shares of common stock on their scheduled vesting date.

(2) Shares withheld by Apple to satisfy withholding requirements on vesting of RSUs. No shares were sold.

(3) These entries reflect the transfer of securities by the reporting person to a trust.

(4) Shares held by a family trust of which the reporting person is a trustee. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the trust.

(5) This award was granted on October 17, 2014, for a target number of 68,576 RSUs. The award vested on October 1, 2017, applying a percentage of the target number of RSUs that was determined based on Apple's total shareholder return (TSR) relative to the other companies in the S&P 500 from September 28, 2014 through September 30, 2017.

(6) TSR is calculated based on the change in a company's stock price during the three-year period, taking into account any dividends paid during that period, which are assumed to be reinvested in the stock. In accordance with the terms of the award, the beginning value used for calculating TSR is the average closing stock price for the 20 trading days prior to September 28, 2014. Apple's beginning value was calculated to be $100.66. Similarly, the ending value used for calculating TSR is the average closing price for the 20 trading days ending on September 30, 2017. Apple's ending value was calculated to be $166.62 (adjusted for dividends).

(7) This award provided that if Apple's relative TSR performance is ranked at the 85th percentile for companies in the S&P 500 for the performance period, 200% of the target number of RSUs vest. If Apple's performance is ranked at the 55th percentile, 100% of the target number of RSUs vest. If Apple's performance is ranked at the 25th percentile, 25% of the target number of RSUs vest, and if Apple's performance is ranked below the 25th percentile, 0% of the target number of RSUs vest. If Apple's performance is between these levels, the portion of the RSUs that vest is determined on a straight-line basis (i.e., linearly interpolated) between the two nearest vesting percentages.
Apple's TSR for the three-year period was 65.53%, which ranked 92nd of the 451 companies that were included in the S&P 500 for the period and placed Apple in the 80th percentile. Therefore, 125,494 RSUs vested.

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCHILLER PHILIP W</td>
<td>Director</td>
</tr>
<tr>
<td>1 INFINITE LOOP</td>
<td>Senior Vice President</td>
</tr>
<tr>
<td>CUPERTINO, CA 95014</td>
<td>Officer</td>
</tr>
</tbody>
</table>

SCHILLER PHILIP W
1 INFINITE LOOP
CUPERTINO, CA 95014

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Philip W. Schiller 10/3/2017

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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