APPLE INC
Reported by
AHRENDTS ANGELA J

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 10/05/17 for the Period Ending 10/03/17

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

AHRENDTS ANGELA J  
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)

10/3/2017

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


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

X 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 (Instr. 3)</th>
<th>2. Trans. Date</th>
<th>3A. Deemed Execution Date, if any</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)</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 (1)</td>
<td>10/3/2017</td>
<td>S 25000 D</td>
<td>$154.62 (2)</td>
<td>116127</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock (1)</td>
<td>10/4/2017</td>
<td>S 25000 D</td>
<td>$153.41 (2)</td>
<td>91127</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock (1)</td>
<td>10/5/2017</td>
<td>S 8588 D</td>
<td>$154.77 (2)</td>
<td>82539</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock (1)</td>
<td>10/5/2017</td>
<td>S 4800 D</td>
<td>$155.23 (2)</td>
<td>77739</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>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Explanations of Responses:

(1) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 30, 2017.

(2) This transaction was executed in multiple trades at prices ranging from $154.515 to $154.81; 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.

(3) This transaction was executed in multiple trades at prices ranging from $153.15 to $153.70; 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.

(4) This transaction was executed in multiple trades at prices ranging from $154.085 to $155.07; 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.

(5) This transaction was executed in multiple trades at prices ranging from $155.11 to $155.32; 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>AHRENDTS ANGELA J</td>
<td>Director</td>
</tr>
<tr>
<td>1 INFINITE LOOP</td>
<td>10% Owner</td>
</tr>
<tr>
<td>CUPERTINO, CA 95014</td>
<td>Officer</td>
</tr>
<tr>
<td></td>
<td>Senior Vice President</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.