APPLE INC
Reported by
SCHILLER PHILIP W

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
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
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)

5. Relationship of Reporting Person(s) to Issuer


Table 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>Amount</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>10/3/2017</td>
<td>S</td>
<td>50808</td>
<td>$154.70</td>
</tr>
</tbody>
</table>

Explanation 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 $154.5150 to $154.95; 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) 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.

Reporting Owners

<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>10% Owner</td>
</tr>
<tr>
<td>CUPERTINO, CA 95014</td>
<td>Officer</td>
</tr>
<tr>
<td></td>
<td>Other</td>
</tr>
<tr>
<td></td>
<td>Senior Vice President</td>
</tr>
</tbody>
</table>

Signatures

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

10/5/2017

** Signature of Reporting Person
number.