APPLE INC
Reported by
SCHILLER PHILIP W

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 10/17/17 for the Period Ending 10/15/17

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
   CUPERTINO, CA 95014

2. Issuer Name and Ticker or Trading Symbol
   APPLE INC [ AAPL ]

3. Date of Earliest Transaction (MM/DD/YYYY)
   10/15/2017

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

5. 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>1. Title of Security</th>
<th>2. Trans. Date</th>
<th>3A. Deemed Execution Date, if any</th>
<th>4. Trans. Code</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Relationship of Reporting Person(s) to Issuer</td>
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</tr>
</tbody>
</table>

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>1. Title of Derivate Security</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>3. Trans. Date</th>
<th>3A. Deemed Execution Date, if any</th>
<th>4. Trans. Code</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>6. Date Exercisable and Expiration Date</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Unit</td>
<td>Restricted Stock Unit</td>
<td>Restricted Stock Unit</td>
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</tr>
<tr>
<td>(A)</td>
<td>(D)</td>
<td>Date Exercisable</td>
<td>Expiration Date</td>
<td>Title</td>
<td>Amount or Number of Shares</td>
<td>Code</td>
<td>V</td>
<td>(A)</td>
<td>(D)</td>
<td>Code</td>
<td>V</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Each restricted stock unit represents the right to receive, at settlement, one share of common stock.

(2) Vesting of these restricted stock units depends on Apple's relative total shareholder return from the first day of Apple's fiscal 2018 and ending with the last day of Apple's fiscal 2020. The "target" number of restricted stock units is reported. Between 0% and 200% of the target number of units may vest on October 1, 2020, with the vesting percentage determined based on actual performance.

(3) These restricted stock units are scheduled to vest as to one-third of the units on each of April 1, 2020, April 1, 2021 and April 1, 2022.

Reporting Owners

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

Signatures

/S/ Sam Whittington, Attorney-in-Fact for Philip W. Schiller 10/17/2017

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.