APPLE INC
Reported by
WILLIAMS JEFFREY E

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
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
   WILLIAMS JEFFREY E
   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)
   10/15/2017

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 (Instr. 3)</th>
<th>2. Trans. Date</th>
<th>2A. Deemed Execution Date, if any</th>
<th>3. Trans. Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>4. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>6. Ownership Form: Director (D) or 10% Owner (10)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Unit</td>
<td>10/1/2017</td>
<td>A</td>
<td>V</td>
<td>64885</td>
<td>64885.0</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Unit</td>
<td>10/15/2017</td>
<td>A</td>
<td>V</td>
<td>63699</td>
<td>63699.0</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>1. Title of Derivate Security (Instr. 3)</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 (Instr. 8)</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 of Derivative Security: Director (D) or 10% Owner (10) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></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>WILLIAMS JEFFREY E</td>
<td>Director 10% Owner Officer Other</td>
</tr>
<tr>
<td>1 INFINITE LOOP</td>
<td>COO</td>
</tr>
<tr>
<td>CUPERTINO, CA 95014</td>
<td></td>
</tr>
</tbody>
</table>

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Jeffrey E. Williams  10/17/2017

**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.