APPLE INC
Reported by
RICCIO DANIEL J.

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 11/16/17 for the Period Ending 11/14/17

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

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>Security</th>
<th>Trans. Date</th>
<th>Deemed/Actual Date</th>
<th>Trans. Code</th>
<th>Amount</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>11/14/2017</td>
<td>S</td>
<td>7241</td>
<td>D</td>
<td>$171.85</td>
</tr>
<tr>
<td>Common Stock</td>
<td>11/14/2017</td>
<td>S</td>
<td>8400</td>
<td>D</td>
<td>$172.79</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Security</th>
<th>Conversion Exercisable Date</th>
<th>Trans. Code</th>
<th>Trans. Date</th>
<th>Deemed/Actual Date</th>
<th>Code</th>
<th>V</th>
<th>(A)</th>
<th>Amount</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Derivative Security</td>
<td>11/14/2017</td>
<td>S</td>
<td>7241</td>
<td>D</td>
<td>$171.85</td>
<td></td>
<td></td>
<td></td>
<td></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 November 11, 2016.
2. This transaction was executed in multiple trades at prices ranging from $171.22 to $172.20; 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 $172.26 to $173.18; 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>Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riccio Daniel J.</td>
<td>Senior Vice President</td>
</tr>
</tbody>
</table>

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Daniel J. Riccio 11/16/2017

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.
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