APPLE INC
Reported by
RICCIO DANIEL J.

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 12/11/17 for the Period Ending 12/07/17

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 
Riccio Daniel J.  
CUPERTINO, CA 95014

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

3. Date of Earliest Transaction (MM/DD/YYYY) 
12/7/2017

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

5. Relationship of Reporting Person(s) to Issuer (Check all applicable) 
___ Director  ___ 10% Owner  
X Officer (give title below) __________________________ Other (specify below) Senior Vice President

6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) 

7. Nature of Indirect Beneficial Ownership (Instr. 4) 

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>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</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</td>
<td>12/7/2017</td>
<td>S</td>
<td>13941</td>
<td>D</td>
<td>$169.63</td>
<td>D</td>
<td>17341</td>
</tr>
<tr>
<td>Common Stock</td>
<td>12/7/2017</td>
<td>S</td>
<td>1700</td>
<td>D</td>
<td>$170.19</td>
<td>D</td>
<td>15641</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 Derivative 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: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
</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 $169.06 to $170.04; 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 $170.08 to $170.37; 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>Riccio Daniel J.</td>
<td>Director</td>
</tr>
<tr>
<td>CUPERTINO, CA 95014</td>
<td>10% Owner</td>
</tr>
<tr>
<td></td>
<td>Officer</td>
</tr>
<tr>
<td></td>
<td>Senior Vice President</td>
</tr>
</tbody>
</table>

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Daniel J. Riccio 12/11/2017

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.
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.