APPLE INC
Reported by
BELL JAMES A

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 02/05/18 for the Period Ending 02/01/18

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

Bell James A

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)

2/1/2018

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

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>Title of Security (Instr. 3)</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Amount of Securities Acquired</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/1/2018</td>
<td>M</td>
<td>1825 (A)</td>
<td>3943</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title of Derivative Security (Instr. 3)</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Trans. Code (Instr. 8)</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Date Exercisable (Instr. 4)</th>
<th>Date Expiration Date (Instr. 4)</th>
<th>Title of Derivative Security Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Amount or Number of Shares of Derivative Security Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Price of Derivative Security (Instr. 5)</th>
<th>Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Unit</td>
<td>1/2/2018</td>
<td>M</td>
<td>1825 (A)</td>
<td>2/1/2018</td>
<td>2/1/2018</td>
<td>Common Stock 1825.0</td>
<td>0</td>
<td>D</td>
<td>X</td>
<td>Direct (D)</td>
<td>Indirect (I)</td>
</tr>
</tbody>
</table>

Explanation of Responses:

1. Each restricted stock unit represents the right to receive, at settlement, one share of common stock. This transaction represents the settlement of restricted stock units in shares of common stock on their scheduled vesting date.

2. This restricted stock unit award was granted on February 28, 2017 and vested entirely on February 1, 2018.

Reporting Owners

Reporting Owner Name / Address

Bell James A

1 Infinite Loop

Cupertino, CA 95014

Relationships

Director 10% Owner Officer Other

X

Signatures

/s/ Sam Whittington, Attorney-in-Fact for James A. Bell

Date 2/5/2018

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.