APPLE INC
Reported by
SCHILLER PHILIP W

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 04/03/18 for the Period Ending 04/01/18

Address
ONE APPLE PARK WAY
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
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

ONE APPLE PARK WAY

CUPERTINO, CA 95014

2. Issuer Name and Ticker or Trading Symbol

APPLE INC [ AAPL ]

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

4/1/2018

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)

___ Form filed by More than One Reporting Person

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>Title of Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Deemed Execution Date, if any</th>
<th>Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>4/1/2018</td>
<td>M</td>
<td>130117</td>
<td>A</td>
<td>130117</td>
<td>D</td>
</tr>
<tr>
<td>Common Stock</td>
<td>4/1/2018</td>
<td>F</td>
<td>60626</td>
<td>D</td>
<td>60491</td>
<td>D</td>
</tr>
<tr>
<td>Common Stock</td>
<td>4/1/2018</td>
<td>G</td>
<td>60491</td>
<td>D</td>
<td>0</td>
<td>D</td>
</tr>
<tr>
<td>Common Stock</td>
<td>4/1/2018</td>
<td>G</td>
<td>60491</td>
<td>A</td>
<td>50</td>
<td>119066</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</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Deemed Execution Date, if any</th>
<th>Derivative Securities Beneficially Owned Following Reported Transaction(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Unit</td>
<td>(1)</td>
<td>4/1/2018</td>
<td>M</td>
<td>53055</td>
<td>Common Stock 53055.0</td>
</tr>
<tr>
<td>Restricted Stock Unit</td>
<td>(2)</td>
<td>4/1/2018</td>
<td>M</td>
<td>40954</td>
<td>Common Stock 40954.0</td>
</tr>
<tr>
<td>Restricted Stock Unit</td>
<td>(3)</td>
<td>4/1/2018</td>
<td>M</td>
<td>36108</td>
<td>Common Stock 36108.0</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) Shares withheld by Apple to satisfy tax withholding requirements on vesting of restricted stock units. No shares were sold.

(3) Shares held by a family trust of which the reporting person is a trustee. The reporting person disclaims beneficial ownership in these shares except as to the reporting person's pecuniary interest in the trust.

(4) This award was granted on March 3, 2014. 53,056 restricted stock units subject to the award vested on April 1, 2016, and 53,055 restricted stock units vested on each of April 1, 2017 and April 1, 2018.

(5) This award was granted on October 17, 2014. 40,955 restricted stock units subject to the award vested on April 1, 2017, 40,954 restricted stock units vested on April 1, 2018, and 40,954 restricted stock units are scheduled to vest on April 1, 2019, assuming continued employment through the applicable vesting date.

(6) This award was granted on October 5, 2015. 36,108 restricted stock units subject to the award vested on April 1, 2018, 36,108 restricted stock units are scheduled to vest on April 1, 2019, and 36,107 restricted stock units are scheduled to vest on April 1, 2020, assuming continued employment through the applicable vesting date.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Director</td>
</tr>
<tr>
<td></td>
<td>10% Owner</td>
</tr>
<tr>
<td></td>
<td>Officer</td>
</tr>
<tr>
<td></td>
<td>Other</td>
</tr>
</tbody>
</table>
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.