APPLE INC
Reported by
WILLIAMS JEFFREY E

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
FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

WILLIAMS JEFFREY E

ONE APPLE PARK WAY

CUPERTINO, CA 95014

1. Name and Address of Reporting Person

WILLIAMS JEFFREY E

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

Director

10% Owner

Officer

Other

COO

6. Individual or Joint/Group Filing

X Form filed by One Reporting Person

F 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</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)</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>4/1/2018</td>
<td>M</td>
<td></td>
<td>A</td>
<td></td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td>4/1/2018</td>
<td>F</td>
<td></td>
<td>D</td>
<td></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></th>
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<th></th>
<th></th>
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<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted Stock Unit</td>
<td>4/1/2018</td>
<td>M</td>
<td></td>
<td></td>
<td>Common Stock</td>
<td></td>
<td>53055.0</td>
<td>12</td>
<td></td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Unit</td>
<td>4/1/2018</td>
<td>M</td>
<td></td>
<td></td>
<td>Common Stock</td>
<td></td>
<td>40954.0</td>
<td>12</td>
<td></td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Restricted Stock Unit</td>
<td>4/1/2018</td>
<td>M</td>
<td></td>
<td></td>
<td>Common Stock</td>
<td></td>
<td>36108.0</td>
<td>12</td>
<td></td>
<td>D</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. This transaction represents the settlement of restricted stock units in shares of common stock on their scheduled vesting date.

(2) The number of securities reported reflects the acquisition on January 31, 2018 of 166 shares of Apple Inc.'s common stock pursuant to the Apple Inc. Amended Employee Stock Purchase Plan ("ESPP") for the ESPP purchase period of August 1, 2017 through January 31, 2018.

(3) 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.

(4) 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.

(5) 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>WILLIAMS JEFFREY E</td>
<td>Director</td>
</tr>
<tr>
<td>ONE APPLE PARK WAY</td>
<td></td>
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<tr>
<td>CUPERTINO, CA 95014</td>
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</tr>
</tbody>
</table>

OMB APPROVAL

OMB Number: 3235-0287

Estimated average burden hours per response... 0.5
Signature:

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

4/3/2018

Date

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.