APPLE INC
Reported by
SCHILLER PHILIP W

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 04/05/18 for the Period Ending 04/03/18

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

1. Name and Address of Reporting Person

SCHILLER PHILIP W

APPLE INC [AAPL]

ONE APPLE PARK WAY

CUPERTINO, CA 95014

2. Issuer Name and Ticker or Trading Symbol

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

4/3/2018

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

5. Relationship of Reporting Person(s) to Issuer

(form applicable)

[ ] Director

[ ] 10% Owner

[ X ] Officer (give title below) [ ] Other (specify below)

Senior Vice President

Senior Vice President

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Philip W. Schiller

4/5/2018

Reporting Owner Name / Address

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

<table>
<thead>
<tr>
<th>Title of Security (Instr. 3)</th>
<th>Date, if any</th>
<th>Executed Date, if any</th>
<th>Security Code</th>
<th>Amount of Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock (A)</td>
<td>4/3/2018</td>
<td>S</td>
<td>23001</td>
<td>D</td>
<td>$165.52</td>
</tr>
<tr>
<td>Common Stock (A)</td>
<td>4/3/2018</td>
<td>S</td>
<td>31525</td>
<td>D</td>
<td>$166.63</td>
</tr>
<tr>
<td>Common Stock (A)</td>
<td>4/3/2018</td>
<td>S</td>
<td>14965</td>
<td>D</td>
<td>$167.36</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>Date, if any</th>
<th>Executed Date, if any</th>
<th>Security Code</th>
<th>Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Date Exercisable</th>
<th>Expiration Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock (A)</td>
<td></td>
<td></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 May 30, 2017.

(2) This transaction was executed in multiple trades at prices ranging from $165.00 to $165.99; 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) 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 transaction was executed in multiple trades at prices ranging from $166.03 to $167.02; 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.

(5) This transaction was executed in multiple trades at prices ranging from $167.03 to $167.79; 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>SCHILLER PHILIP W</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 Philip W. Schiller

4/5/2018
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.