APPLE INC
Reported by
MAESTRI LUCA

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 04/16/18 for the Period Ending 04/12/18

Address
ONE APPLE PARK WAY
CUPERTINO, CA, 95014

Telephone (408) 996-1010
CIK 0000320193
Symbol AAPL
SIC Code 3571 - Electronic Computers
Industry Phones & Handheld Devices
Sector Technology
Fiscal Year 09/30
Filmed 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: Maestri Luca
   ONE APPLE PARK WAY
   CUPERTINO, CA 95014

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

3. Date of Earliest Transaction: 4/12/2018

4. If Amendment, Date Original Filed: 4/16/2018

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Security</th>
<th>Trans. Code</th>
<th>Trans. Date</th>
<th>Form of Ownership</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) (Instr. 3 and 4)</th>
<th>Ownership Form:  Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/12/2018</td>
<td>Common Stock</td>
<td>S</td>
<td>38022</td>
<td>D</td>
<td>$174.65</td>
<td>64475</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>4/13/2018</td>
<td>Common Stock</td>
<td>S</td>
<td>1100</td>
<td>D</td>
<td>$174.90</td>
<td>63375</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>Date</th>
<th>Security</th>
<th>Trans. Date</th>
<th>Form of Derivative Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Amount of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</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>
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</tbody>
</table>

Explanation of Responses:

1. This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 27, 2017.
2. This transaction was executed in multiple trades at prices ranging from $174.47 to $174.97; 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 $174.57 to $175.30; 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

Reporting Owner Name / Address: Maestri Luca
CUPERTINO, CA 95014

Relationships: Director, 10% Owner, Officer, Senior Vice President, CFO

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Luca Maestri  4/16/2018

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.