APPLE INC
Reported by
AHRENDTS ANGELA J

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 05/07/18 for the Period Ending 05/03/18

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
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 *
   AHRENDTS ANGELA J
   ONE APPLE PARK WAY
   CUPERTINO, CA 95014

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

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

3. Date of Earliest Transaction (MM/DD/YYYY)
   5/3/2018

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

6. Individual or Joint/Group Filing (Check Applicable Line)
   _ _ 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 (Instr. 3)</th>
<th>Trans. Date (MM/DD/YYYY)</th>
<th>Deemed Execution Date, if any</th>
<th>Trans. Code (Instr. 8)</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>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock (1)</td>
<td>5/3/2018</td>
<td>S</td>
<td>25000</td>
<td>D</td>
<td>$175.68</td>
<td>90967</td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/3/2018</td>
<td>G</td>
<td>V</td>
<td>11395</td>
<td>D</td>
<td>$0</td>
</tr>
<tr>
<td>Common Stock (1)</td>
<td>5/4/2018</td>
<td>S</td>
<td>13228</td>
<td>D</td>
<td>$178.17</td>
<td>66344</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title of Derivate Security (Instr. 3)</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date (MM/DD/YYYY)</th>
<th>Deemed Execution Date, if any</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</th>
<th>Expiration Date</th>
<th>Title of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Number of Shares</th>
<th>Ownership Form of Derivative Security Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>Date Exercisable</th>
<th>Expiration Date</th>
<th>Ownership Form of Derivative Security (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
</table>

Explanation of Responses:

(1) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on February 5, 2018.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHRENDTS ANGELA J</td>
<td>Director 10% Owner Officer Other</td>
</tr>
<tr>
<td>ONE APPLE PARK WAY</td>
<td>Senior Vice President</td>
</tr>
<tr>
<td>CUPERTINO, CA 95014</td>
<td></td>
</tr>
</tbody>
</table>

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Angela J. Ahrendts 5/7/2018

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.