APPLE INC
Reported by
WILLIAMS JEFFREY E

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 05/10/18 for the Period Ending 05/08/18

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
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

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)

5/8/2018

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

5/10/2018

5. Relationship of Reporting Person(s) to Issuer

Director

10% Owner

Officer (give title below)

Other (specify below)

COO

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

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Date</th>
<th>Trans. Code</th>
<th>Deemed Execution Date</th>
<th>Securities Acquired (A) or Disposed of (D)</th>
<th>Amount (A) or (D)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>5/8/2018</td>
<td>S</td>
<td></td>
<td>2514</td>
<td>D</td>
<td>$185.29</td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/8/2018</td>
<td>S</td>
<td></td>
<td>12939</td>
<td>D</td>
<td>$185.29</td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/8/2018</td>
<td>S</td>
<td></td>
<td>200</td>
<td>D</td>
<td>$186</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>Date</th>
<th>Trans. Date</th>
<th>Deemed Execution Date</th>
<th>Securities Acquired (A) or Disposed of (D)</th>
<th>Amount (A) or (D)</th>
<th>Price</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 26, 2018.

2. This transaction was executed in multiple trades at prices ranging from $183.85 to $184.84; 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 $184.87 to $185.84; 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.

4. This transaction was executed in multiple trades at prices ranging from $185.91 to $186.08; 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 | Relationships
--- | ---
WILLIAMS JEFFREY E | Director
ONE APPLE PARK WAY | 10% Owner
CUPERTINO, CA 95014 | Officer
COO

Signatures

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

Date: 5/10/2018
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.