APPLE INC
Reported by
LEVINSON ARTHUR D

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 05/11/18 for the Period Ending 05/09/18

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 *
   LEVINSON ARTHUR D
   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)
   5/9/2018

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

5. Individual or Joint/Group Filing (Check Applicable Line)
   X 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</th>
<th>Date Acquired</th>
<th>Trans. Code</th>
<th>Shares</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>5/9/2018</td>
<td>M</td>
<td>35000</td>
<td>A $25.6171</td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/9/2018</td>
<td>S</td>
<td>35000</td>
<td>D $185.99</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 of Exercisable</th>
<th>Trans. Code</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director Stock Option</td>
<td>8/14/2008</td>
<td>M</td>
<td>35000</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(I) This transaction was executed in multiple trades at prices ranging from $185.875 to $186.125; 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.

Reportings Owners

Reporting Owner Name / Address
LEVINSON ARTHUR D
ONE APPLE PARK WAY
CUPERTINO, CA 95014

Relationships
Director

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Arthur D. Levinson

Date 5/11/2018

**Signature of Reporting Person