APPLE INC
Reported by
RICCIO DANIEL J.

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 05/21/18 for the Period Ending 05/17/18

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

Ricco Daniel J.

(Last) (First) (Middle)

ONE APPLE PARK WAY

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

APPLE INC [ AAPL ]

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

5/17/2018

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

5/21/2018

5. Relationship of Reporting Person(s) to Issuer

___ Director  ____ 10% Owner

X Officer (give title below)  ____ Other (specify below)

Senior Vice President

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

<table>
<thead>
<tr>
<th>Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Derivative Date, if any</th>
<th>Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Date Exercisable and Expiration Date</th>
<th>Price of Security</th>
<th>Number of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>5/17/2018</td>
<td>S</td>
<td></td>
<td>8472 D</td>
<td>817.15 (2)</td>
<td>$187.15</td>
<td>43644</td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/17/2018</td>
<td>S</td>
<td></td>
<td>7100 D</td>
<td>817.95 (2)</td>
<td>$187.95</td>
<td>36544</td>
</tr>
<tr>
<td>Common Stock</td>
<td>5/17/2018</td>
<td>S</td>
<td></td>
<td>1800 D</td>
<td>818.86 (4)</td>
<td>$188.86</td>
<td>34744</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Derivative Security (Instr. 3)</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</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 and Expiration Date</th>
<th>Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Price of Derivative Security (Instr. 5)</th>
<th>Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 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>
<td></td>
<td></td>
<td></td>
<td>Code V (A) (D)</td>
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</table>

Explanation of Responses:

(1) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 29, 2017, as amended on February 24, 2018.

(2) This transaction was executed in multiple trades at prices ranging from $186.52 to $187.51; 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 $187.52 to $188.51; 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 $188.53 to $188.80; 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>Ricco Daniel J.</td>
<td></td>
</tr>
<tr>
<td>ONE APPLE PARK WAY</td>
<td></td>
</tr>
<tr>
<td>CUPERTINO, CA 95014</td>
<td></td>
</tr>
<tr>
<td>Senior Vice President</td>
<td></td>
</tr>
</tbody>
</table>

Signatures

/s/ Sam Whittington, Attorney-in-Fact for Daniel J. Riccio  5/21/2018 **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.

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