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APPLE INC

Reported by

RICCIO DANIEL J.

FORM 3

(Initial Statement of Beneficial Ownership)

Filed 09/04/12 for the Period Ending 08/24/12

Address	ONE INFINITE LOOP CUPERTINO, CA 95014
Telephone	(408) 996-1010
CIK	0000320193
Symbol	AAPL
SIC Code	3571 - Electronic Computers
Industry	Computer Hardware
Sector	Technology
Fiscal Year	09/29

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FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL
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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *	2. Date of Event Requiring Statement (MM/DD/YYYY)	3. Issuer Name **and** Ticker or Trading Symbol
Riccio Daniel J.	**8/24/2012**	**APPLE INC [AAPL]**
(Last) (First) (Middle) **1 INFINITE LOOP**	4. Relationship of Reporting Person(s) to Issuer (Check all applicable) _____ Director _____ 10% Owner ___ **X** ___ Officer (give title below) _____ Other (specify below) **Senior Vice President /**	
(Street) **CUPERTINO, CA 95014** (City) (State) (Zip)	5. If Amendment, Date Original Filed (MM/DD/YYYY)	6. 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 Beneficially Owned

1.Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	**14871**	**D**	

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Restricted Stock Unit	(1)	(1)	**Common Stock**	**75000**	(2)	**D**	
Restricted Stock Unit	(3)	(3)	**Common Stock**	**17500**	(2)	**D**	
Restricted Stock Unit	(4)	(4)	**Common Stock**	**3750**	(2)	**D**	
Restricted Stock Unit	(5)	(5)	**Common Stock**	**11250**	(2)	**D**	
Restricted Stock Unit	(6)	(6)	**Common Stock**	**9375**	(2)	**D**	

Explanation of Responses:

(1) This restricted stock unit award was granted August 23, 2012 and vests as to 25,000 units on each of December 23, 2013, April 23, 2015 and August 23, 2016.

(2) Each restricted stock unit represents the right to receive, at settlement, one (1) share of common stock.

(3) This restricted stock unit award was granted October 10, 2011 and vests 12.5% in semi-annual installments over a four year period.

(4) This restricted stock unit award was granted October 12, 2008 and vests 12.5% in semi-annual installments over a four year period.

(5) This restricted stock unit award was granted September 26, 2009 and vests 12.5% in semi-annual installments over a four year period.

(6) This restricted stock unit award was granted October 5, 2010 and vests 12.5% in semi-annual installments over a four year period.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Riccio Daniel J. **1 INFINITE LOOP** **CUPERTINO, CA 95014**			**Senior Vice President**	

Signatures

/s/ Gene D. Levoff, Attorney-in-fact for Daniel J. Riccio **8/31/2012**

** Signature of Reporting Person — Date

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 5(b)(v).

****** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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.