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APPLE INC

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SEWELL D BRUCE

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 09/25/12 for the Period Ending 09/21/12

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 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

OMB APPROVAL
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STATEMENT OF CHANGES IN 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(f) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
SEWELL D BRUCE (Last) (First) (Middle)	**APPLE INC [AAPL]**	_____ Director _____ 10% Owner
1 INFINITE LOOP (Street)	3. Date of Earliest Transaction (MM/DD/YYYY) **9/21/2012**	__ **X** __ Officer (give title below) _____ Other (specify below) **SVP, Gen'l Counsel, Secretary**
CUPERTINO, CA 95014 (City) (State) (Zip)	4. 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 Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	**9/21/2012**		**M**		**25000**	**A**	(1)	**25133**	**D**	
Common Stock (2)	**9/21/2012**		**F**		**11477**	**D**	**$700.095**	**13656**	**D**	
Common Stock (3)	**9/24/2012**		**S**		**400**	**D**	**$684.78** (4)	**13256**	**D**	
Common Stock (3)	**9/24/2012**		**S**		**500**	**D**	**$685.86** (5)	**12756**	**D**	
Common Stock (3)	**9/24/2012**		**S**		**281**	**D**	**$686.68** (6)	**12475**	**D**	
Common Stock (3)	**9/24/2012**		**S**		**300**	**D**	**$688.25** (7)	**12175**	**D**	
Common Stock (3)	**9/24/2012**		**S**		**800**	**D**	**$689.49** (8)	**11375**	**D**	
Common Stock (3)	**9/24/2012**		**S**		**900**	**D**	**$690.39** (9)	**10475**	**D**	
Common Stock (3)	**9/24/2012**		**S**		**200**	**D**	**$691.12** (10)	**10275**	**D**	

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Stock Unit	(1)	**9/21/2012**		**M**			**25000**	(11)	(11)	**Common Stock**	**25000**	(1)	**25000**	**D**	

Explanation of Responses:

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

settlement of vested restricted stock units in shares of common stock.

(2) Shares withheld by Registrant to satisfy minimum statutory withholding requirements on vesting of restricted stock units.

(3) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 18, 2012.

(4) This transaction was executed in multiple trades at prices ranging from $684.22 to $685.05. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(5) This transaction was executed in multiple trades at prices ranging from $685.39 to $686.37. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(6) This transaction was executed in multiple trades at prices ranging from $686.39 to $687.17. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(7) This transaction was executed in multiple trades at prices ranging from $687.77 to $688.73. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(8) This transaction was executed in multiple trades at prices ranging from $688.91 to $689.90. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(9) This transaction was executed in multiple trades at prices ranging from $689.97 to $690.73. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(10) This transaction was executed in multiple trades at prices ranging from $691.11 to $691.12. The price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transaction was effected.

(11) This restricted stock unit award was granted on September 21, 2009, and vests in annual installments over four years.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SEWELL D BRUCE 1 INFINITE LOOP CUPERTINO, CA 95014			**SVP, Gen'l Counsel, Secretary**	

Signatures

/s/ Gene Levoff, Attorney-in-fact for D. Bruce Sewell — **9/25/2012**

** 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 4(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.

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