

APPLE INC
Reported by
WILLIAMS JEFFREY E

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 04/03/18 for the Period Ending 04/01/18

Address	ONE APPLE PARK WAY CUPERTINO, CA, 95014
Telephone	(408) 996-1010
CIK	0000320193
Symbol	AAPL
SIC Code	3571 - Electronic Computers
Industry	Computer Hardware
Sector	Technology
Fiscal Year	09/30

FORM 4

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 or Section 30(h) 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)		
WILLIAMS JEFFREY E			APPLE INC [AAPL]			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) COO		
(Last) (First) (Middle)			3. Date of Earliest Transaction (MM/DD/YYYY)					
ONE APPLE PARK WAY			4/1/2018					
(Street)			4. If Amendment, Date Original Filed (MM/DD/YYYY)			6. Individual or Joint/Group Filing (Check Applicable Line)		
CUPERTINO, CA 95014						<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(City) (State) (Zip)								

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	4/1/2018		M		130117	A	(1)	238202 (2)	D	
Common Stock	4/1/2018		F		67507	D	\$167.78	170695	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)	4/1/2018		M		53055		(3)	(3)	Common Stock	53055.0	(1)	0	D	
Restricted Stock Unit	(1)	4/1/2018		M		40954		(4)	(4)	Common Stock	40954.0	(1)	40954	D	
Restricted Stock Unit	(1)	4/1/2018		M		36108		(5)	(5)	Common Stock	36108.0	(1)	72215	D	

Explanation of Responses:

- Each restricted stock unit represents the right to receive, at settlement, one share of common stock. This transaction represents the settlement of restricted stock units in shares of common stock on their scheduled vesting date.
- The number of securities reported reflects the acquisition on January 31, 2018 of 166 shares of Apple Inc.'s common stock pursuant to the Apple Inc. Amended Employee Stock Purchase Plan ("ESPP") for the ESPP purchase period of August 1, 2017 through January 31, 2018.
- This award was granted on March 3, 2014. 53,056 restricted stock units subject to the award vested on April 1, 2016, and 53,055 restricted stock units vested on each of April 1, 2017 and April 1, 2018.
- This award was granted on October 17, 2014. 40,955 restricted stock units subject to the award vested on April 1, 2017, 40,954 restricted stock units vested on April 1, 2018, and 40,954 restricted stock units are scheduled to vest on April 1, 2019, assuming continued employment through the applicable vesting date.
- This award was granted on October 5, 2015. 36,108 restricted stock units subject to the award vested on April 1, 2018, 36,108 restricted stock units are scheduled to vest on April 1, 2019, and 36,107 restricted stock units are scheduled to vest on April 1, 2020, assuming continued employment through the applicable vesting date.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WILLIAMS JEFFREY E ONE APPLE PARK WAY CUPERTINO, CA 95014			COO	

Signatures

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

4/3/2018

—**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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