

APPLE INC

Form 4

August 17, 2007

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**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(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB
Number: 3235-0287
Expires: January 31,
2005
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Fadell Anthony

(Last) (First) (Middle)

1 INFINITE LOOP

(Street)

CUPERTINO, CA 95014

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
APPLE INC [AAPL]

3. Date of Earliest Transaction
(Month/Day/Year)
08/15/2007

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
X Officer (give title below) ____ Other (specify below)

Senior Vice President

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. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired 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)
Common Stock	08/15/2007		M ⁽¹⁾	2,500 A	\$ 10.895 3,657 ⁽²⁾	I	By Wife
Common Stock	08/15/2007		S ⁽¹⁾	2,500 D	\$ 123 1,157	I	By Wife
Common Stock	08/15/2007		M ⁽¹⁾	1,000 A	\$ 10.895 2,157	I	By Wife
Common Stock	08/15/2007		S ⁽¹⁾	1,000 D	\$ 122.6 1,157	I	By Wife
Common Stock	08/15/2007		M ⁽¹⁾	250 A	\$ 10.895 1,407	I	By Wife

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Common Stock	08/15/2007	<u>S</u> (1)	250	D	\$ 122.5	1,157	I	By Wife
Common Stock	08/15/2007	<u>M</u> (1)	1,250	A	\$ 15.475	2,407	I	By Wife
Common Stock	08/15/2007	<u>S</u> (1)	1,250	D	\$ 122.5	1,157	I	By Wife
Common Stock	08/15/2007	<u>M</u> (1)	1,000	A	\$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	<u>S</u> (1)	1,000	D	\$ 122.4	1,157	I	By Wife
Common Stock	08/15/2007	<u>M</u> (1)	1,000	A	\$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	<u>S</u> (1)	1,000	D	\$ 122.75	1,157	I	By Wife
Common Stock	08/15/2007	<u>M</u> (1)	1,000	A	\$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	<u>S</u> (1)	1,000	D	\$ 122.7	1,157	I	By Wife
Common Stock	08/15/2007	<u>M</u> (1)	1,000	A	\$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	<u>S</u> (1)	1,000	D	\$ 122.6	1,157	I	By Wife
Common Stock	08/15/2007	<u>M</u> (1)	1,000	A	\$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	<u>S</u> (1)	1,000	D	\$ 122.9	1,157	I	By Wife
Common Stock	08/15/2007	<u>M</u> (1)	1,000	A	\$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	<u>S</u> (1)	1,000	D	\$ 123.1	1,157	I	By Wife
Common Stock	08/15/2007	<u>M</u> (1)	1,000	A	\$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	<u>S</u> (1)	1,000	D	\$ 123.2	1,157	I	By Wife
Common Stock						275	I	By Trust
Common Stock						1,307 ⁽³⁾	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not

SEC 1474
(9-02)

required to respond unless the form
displays a currently valid OMB control
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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction 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 (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option	\$ 10.895	08/15/2007		M ⁽¹⁾		1,250		02/04/2007	02/04/2011	Common Stock	1,250
Employee Stock Option	\$ 10.895	08/15/2007		M ⁽¹⁾		1,250		05/04/2007	02/04/2011	Common Stock	1,250
Employee Stock Option	\$ 10.895	08/15/2007		M ⁽¹⁾		1,250		08/04/2007	02/04/2011	Common Stock	1,250
Employee Stock Option	\$ 15.475	08/15/2007		M ⁽¹⁾		8,250		10/06/2006	07/06/2011	Common Stock	8,250

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Fadell Anthony 1 INFINITE LOOP CUPERTINO, CA 95014	Senior Vice President

Signatures

/s/ Anthony
Fadell

08/17/2007

**Signature of
Reporting Person

Date

Explanation of Responses:

- * 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).
- (1) The transactions reported on this Form 4 were pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on February 22, 2007 and amended on May 5, 2007.
- (2) Includes 210 shares acquired by the reporting person's spouse under the Apple Employee Stock Purchase Plan on June 29, 2007.
- (3) Includes 294 shares acquired by the reporting person under the Apple Employee Stock Purchase Plan on June 29, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.