

APPLE INC
Form 4
April 30, 2008

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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
SERLET BERTRAND

(Last) (First) (Middle)
1 INFINITE LOOP MS 81-2CL

(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)
04/28/2008

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Senior Vice President

6. Individual or Joint/Group Filing(Check Applicable Line)
 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 (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 <u>(1)</u>	04/28/2008		S		500 D \$ 170.46	138,771	D
Common Stock <u>(1)</u>	04/28/2008		S		1,600 D \$ 170.49	137,171	D
Common Stock <u>(1)</u>	04/28/2008		S		1,500 D \$ 170.5	135,671	D
Common Stock <u>(1)</u>	04/28/2008		S		400 D \$ 170.51	135,271	D
Common Stock <u>(1)</u>	04/28/2008		S		400 D \$ 170.52	134,871	D

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Common Stock <u>(1)</u>	04/28/2008	S	1,000	D	\$ 170.53	133,871	D
Common Stock <u>(1)</u>	04/28/2008	S	1,000	D	\$ 170.54	132,871	D
Common Stock <u>(1)</u>	04/28/2008	S	800	D	\$ 170.55	132,071	D
Common Stock <u>(1)</u>	04/28/2008	S	100	D	\$ 170.56	131,971	D
Common Stock <u>(1)</u>	04/28/2008	S	100	D	\$ 170.57	131,871	D
Common Stock <u>(1)</u>	04/28/2008	S	400	D	\$ 170.58	131,471	D
Common Stock <u>(1)</u>	04/28/2008	S	100	D	\$ 170.59	131,371	D
Common Stock <u>(1)</u>	04/28/2008	S	500	D	\$ 170.63	130,871	D
Common Stock <u>(1)</u>	04/28/2008	S	300	D	\$ 170.64	130,571	D
Common Stock <u>(1)</u>	04/28/2008	S	775	D	\$ 170.65	129,796	D
Common Stock <u>(1)</u>	04/28/2008	S	400	D	\$ 170.66	129,396	D
Common Stock <u>(1)</u>	04/28/2008	S	125	D	\$ 170.67	129,271	D

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

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(9-02)

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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6)
					Code V (A) (D)				
						Title			

Date	Expiration	Amount
Exercisable	Date	or
		Number
		of
		Shares

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SERLET BERTRAND 1 INFINITE LOOP MS 81-2CL CUPERTINO, CA 95014			Senior Vice President	

Signatures

/s/ Bertrand
Serlet

04/30/2008

**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) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 30, 2005 and amended on February 26, 2008.

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.