

APPLE INC
Form 4
April 30, 2008

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

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(Print or Type Responses)

1. Name and Address of Reporting Person *
SCHILLER PHILIP W

(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)
04/29/2008

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) 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 (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 ⁽¹⁾	04/29/2008		S		2,000	D \$ 170.75	134,597	D	
Common Stock ⁽¹⁾	04/29/2008		S		6,341	D \$ 171.1	128,256	D	
Common Stock ⁽¹⁾	04/29/2008		S		5,000	D \$ 171.27	123,256	D	
Common Stock ⁽¹⁾	04/29/2008		S		2,000	D \$ 171.3	121,256	D	
Common Stock ⁽¹⁾	04/29/2008		S		2,000	D \$ 171.5	119,256	D	

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Common Stock <u>(1)</u>	04/29/2008	S	2,000	D	\$ 171.52	117,256	D
Common Stock <u>(1)</u>	04/29/2008	S	3,000	D	\$ 171.75	114,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 171.85	109,256	D
Common Stock <u>(1)</u>	04/29/2008	S	12,000	D	\$ 172	97,256	D
Common Stock <u>(1)</u>	04/29/2008	S	20,000	D	\$ 172.13	77,256	D
Common Stock <u>(1)</u>	04/29/2008	S	3,000	D	\$ 172.55	74,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 172.8	69,256	D
Common Stock <u>(1)</u>	04/29/2008	S	4,000	D	\$ 172.81	65,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 172.84	60,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173	55,256	D
Common Stock <u>(1)</u>	04/29/2008	S	2,000	D	\$ 173.01	53,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.05	48,256	D
Common Stock <u>(1)</u>	04/29/2008	S	3,000	D	\$ 173.06	45,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.1	40,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.15	35,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.16	30,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.2	25,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.47	20,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.5	15,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.6	10,256	D
	04/29/2008	S	5,000	D	\$ 173.7	5,256	D

Common
Stock ⁽¹⁾

Common Stock ⁽¹⁾	04/29/2008	S	5,000	D	\$	173.76	256	D
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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)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address

Relationships

Director	10% Owner	Officer	Other
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SCHILLER PHILIP W
1 INFINITE LOOP
CUPERTINO, CA 95014

Senior Vice President

Signatures

/s/ Philip
Schiller 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 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.

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