

WILLIAMS JEFFREY E

Form 4

September 02, 2011

**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  
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2005  
Estimated average  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*

WILLIAMS JEFFREY E

2. Issuer Name **and** Ticker or Trading

Symbol

APPLE INC [AAPL]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)

1 INFINITE LOOP

3. Date of Earliest Transaction

(Month/Day/Year)

09/01/2011

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)

Senior Vice President

(Street)

4. If Amendment, Date Original

Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check  
Applicable Line)

\_\_\_\_X\_\_\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

CUPERTINO, CA 95014

(City) (State) (Zip)

**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 <sup>(1)</sup>	09/01/2011		M		3,000	A	\$ 46.57	3,213	D
Common Stock <sup>(1)</sup>	09/01/2011		S		600	D	\$ 381.5 <sup>(2)</sup>	2,613	D
Common Stock <sup>(1)</sup>	09/01/2011		S		500	D	\$ 382.224 <sup>(3)</sup>	2,113	D
Common Stock <sup>(1)</sup>	09/01/2011		S		300	D	\$ 383.7867 <sup>(4)</sup>	1,813	D
Common Stock <sup>(1)</sup>	09/01/2011		S		1,100	D	\$ 384.7736	713	D

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					(5)		
Common	09/01/2011		S	500	D	\$ 386.028	213
Stock (1)						(6)	D

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

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SEC 1474  
(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. Amount or Number of Shares
Employee Stock Option (1)	\$ 46.57	09/01/2011		M	3,000	(7) 08/30/2012	Common Stock	3,000

## Reporting Owners

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

## Signatures

/s/ Gene Levoff, Attorney-in-fact for Jeffrey E.  
Williams

09/02/2011

\*\*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) These transactions were made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 19, 2010.

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- (2) This transaction was executed in multiple trades at prices ranging from \$380.88 to \$381.81; the price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the issuer, or a security holder of the issuer.

- (3) This transaction was executed in multiple trades at prices ranging from \$381.88 to \$382.80; the price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the issuer, or a security holder of the issuer.

- (4) This transaction was executed in multiple trades at prices ranging from \$383.42 to \$384.33; the price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the issuer, or a security holder of the issuer.

- (5) This transaction was executed in multiple trades at prices ranging from \$384.44 to \$385.12; the price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the issuer, or a security holder of the issuer.

- (6) This transaction was executed in multiple trades at prices ranging from \$385.74 to \$386.32; the price reported above reflects the weighted average sale price. The reporting person hereby undertakes to provide full information regarding the number of shares and prices at which the transactions were effected upon request to the SEC staff, the issuer, or a security holder of the issuer.

- (7) This option was granted on August 30, 2005 and vested in 16 quarterly installments over the four-year period after the date of grant.

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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