Cue Eduardo H Form 4 October 17, 2012

FORM 4

Form 5

1(b).

obligations

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

Check this box if no longer subject to Section 16. Form 4 or

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 may continue. 30(h) of the Investment Company Act of 1940 See Instruction

(Print or Type Responses)

1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Cue Eduardo H Issuer Symbol APPLE INC [AAPL] (Check all applicable) (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) Director 10% Owner X_ Officer (give title Other (specify 1 INFINITE LOOP 10/15/2012 below) Senior Vice President (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line)

CUPERTINO, CA 95014

(City)	(State)	(Zip) Tab	le I - Non-D	Derivative	Secui	rities Acqu	ired, Disposed of	, or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	4. Securities Acquired n(A) or Disposed of (D) (Instr. 3, 4 and 5) (A) or		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	10/15/2012		Code V M	Amount 3,750	(D)	Price (1)	3,750	D	
Common Stock (2)	10/15/2012		F	1,743	D	\$ 634.76	2,007	D	
Common Stock	10/15/2012		M	2,500	A	<u>(1)</u>	4,507	D	
Common Stock (2)	10/15/2012		F	1,162	D	\$ 634.76	3,345	D	
Common Stock (3)	10/16/2012		G V	3,345	D	\$0	0	D	

OMB APPROVAL

3235-0287

January 31,

2005

0.5

OMB

Number:

Expires:

response...

X Form filed by One Reporting Person Form filed by More than One Reporting

Person

Estimated average

burden hours per

Common Stock (3)

10/16/2012

G V 3,345 A

\$ 0

15,285

Ι

By Trust

SEC 1474

(9-02)

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 required to respond unless the form displays a currently valid OMB control number.

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 on 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. Pr Deriv Secu (Instr
				Code V	ŕ	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Restricted Stock Unit	<u>(1)</u>	10/15/2012		M	3,750	<u>(4)</u>	<u>(4)</u>	Common Stock	3,750	٥
Restricted Stock Unit	<u>(1)</u>	10/15/2012		M	2,500	<u>(5)</u>	(5)	Common Stock	2,500	٥

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer

Other

Cue Eduardo H 1 INFINITE LOOP CUPERTINO, CA 95014

Senior Vice President

Signatures

/s/ Gene Levoff, Attorney-in-fact for Eduardo

10/17/2012

Date

H. Cue

**Signature of Reporting Person

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) Each restricted stock unit represents the right to receive, at settlement, one (1) share of common stock. This transaction represents the settlement of vested restricted stock units in shares of common stock.

Reporting Owners 2

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- (2) Shares withheld by Registrant to satisfy minimum statutory withholding requirements on vesting of restricted stock units.
- (3) These entries reflect the transfer of securities by the reporting person to a family trust.
- (4) This restricted stock unit award was granted on October 12, 2008 and vests in semi-annual installments over four years, with the first installment vesting on April 15, 2009.
- (5) This restricted stock unit award was granted on September 26, 2009 and vests in semi-annual installments over four years, with the first installment vesting on April 15, 2010.

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.