

Riccio Daniel J.
Form 4
October 17, 2012

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Riccio Daniel J.

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)

3. Date of Earliest Transaction (Month/Day/Year)
10/15/2012

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

1 INFINITE LOOP

Senior Vice President

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 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	10/15/2012		M		2,500 A \$17,371	D	
Common Stock ⁽²⁾	10/15/2012		F		1,162 D \$634.76	D	
Common Stock	10/15/2012		M		3,750 A \$19,959	D	
Common Stock ⁽²⁾	10/15/2012		F		1,743 D \$634.76	D	
Common Stock	10/15/2012		M		3,750 A \$21,966	D	

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Common Stock ⁽²⁾	10/15/2012	F	1,743	D	\$ 634.76	20,223	D
Common Stock	10/15/2012	M	1,875	A	Ⓐ	22,098	D
Common Stock ⁽²⁾	10/15/2012	F	872	D	\$ 634.76	21,226	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. Pr Deriv Secur (Instr. 3 and 4)	
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)
Restricted Stock Unit	Ⓐ	10/15/2012		M	2,500	Ⓓ	Ⓓ	Common Stock	2,500
Restricted Stock Unit	Ⓐ	10/15/2012		M	3,750	Ⓓ	Ⓓ	Common Stock	3,750
Restricted Stock Unit	Ⓐ	10/15/2012		M	3,750	Ⓓ	Ⓓ	Common Stock	3,750
Restricted Stock Unit	Ⓐ	10/15/2012		M	1,875	Ⓓ	Ⓓ	Common Stock	1,875

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Riccio Daniel J.
1 INFINITE LOOP
CUPERTINO, CA 95014

Senior Vice President

Signatures

/s/ Gene D. Levoff, Attorney-in-fact for Daniel J.
Riccio

10/17/2012

__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) Each restricted stock unit represents the right to receive, at settlement, one (1) share of common stock. The reporting person had vested restricted stock units settled in shares of common stock.
- (2) Shares withheld by Registrant to satisfy minimum statutory withholding requirements on vesting of restricted stock units.
- (3) This restricted stock unit award was granted October 10, 2011 and vests in semi-annual installments over a four year period with the first installment vesting on April 15, 2012.
- (4) This restricted stock unit award was granted October 12, 2008 and vests in semi-annual installments over a four year period with the first installment vesting on April 15, 2009.
- (5) This restricted stock unit award was granted September 26, 2009 and vests in semi-annual installments over a four year period with the first installment vesting on April 15, 2010.
- (6) This restricted stock unit award was granted October 5, 2010 and vests in semi-annual installments over a four year period with the first installment vesting on April 15, 2011.

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.