

Riccio Daniel J.
Form 3
September 04, 2012

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *

Â Riccio Daniel J.

(Last) (First) (Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)

08/24/2012

3. Issuer Name and Ticker or Trading Symbol
APPLE INC [AAPL]

4. Relationship of Reporting Person(s) to Issuer

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

1 INFINITE LOOP

(Street)

(Check all applicable)

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

CUPERTINO,Â CAÂ 95014

(City) (State) (Zip)

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities Beneficially Owned
(Instr. 4)

3. Ownership Form:
Direct (D)
or Indirect (I)
(Instr. 5)

4. Nature of Indirect Beneficial Ownership
(Instr. 5)

Common Stock

14,871

D Â

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security
(Instr. 4)

2. Date Exercisable and Expiration Date
(Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security
(Instr. 4)

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security:
Direct (D)
or Indirect

6. Nature of Indirect Beneficial Ownership
(Instr. 5)

Date Exercisable Expiration Date Title Amount or Number of

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				Shares		(I) (Instr. 5)	
Restricted Stock Unit	Â (1)	Â (1)	Common Stock	75,000	\$ (2)	D	Â
Restricted Stock Unit	Â (3)	Â (3)	Common Stock	17,500	\$ (2)	D	Â
Restricted Stock Unit	Â (4)	Â (4)	Common Stock	3,750	\$ (2)	D	Â
Restricted Stock Unit	Â (5)	Â (5)	Common Stock	11,250	\$ (2)	D	Â
Restricted Stock Unit	Â (6)	Â (6)	Common Stock	9,375	\$ (2)	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Riccio Daniel J. 1 INFINITE LOOP CUPERTINO, CA 95014	Â	Â	Â Senior Vice President	Â

Signatures

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

08/31/2012

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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 restricted stock unit award was granted August 23, 2012 and vests as to 25,000 units on each of December 23, 2013, April 23, 2015 and August 23, 2016.
- (2) Each restricted stock unit represents the right to receive, at settlement, one (1) share of common stock.
- (3) This restricted stock unit award was granted October 10, 2011 and vests 12.5% in semi-annual installments over a four year period.
- (4) This restricted stock unit award was granted October 12, 2008 and vests 12.5% in semi-annual installments over a four year period.
- (5) This restricted stock unit award was granted September 26, 2009 and vests 12.5% in semi-annual installments over a four year period.
- (6) This restricted stock unit award was granted October 5, 2010 and vests 12.5% in semi-annual installments over a four year period.

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.