APPLE INC
Form 4
August 17, 2007

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

(Print or Type Responses)

1. Name and Address of Reporting Person [*] Fadell Anthony	2. Issuer Name **and** Ticker or Trading Symbol **APPLE INC [AAPL]**	5. Relationship of Reporting Person(s) to Issuer
(Last) (First) (Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/15/2007	(Check all applicable) _____ Director _____ 10% Owner __X__ Officer (give title _____ Other (specify below) below) Senior Vice President
1 INFINITE LOOP		
(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	08/15/2007		M[(1)]		2,500	A	$ 10.895	3,657 [(2)]	I	By Wife
Common Stock	08/15/2007		S[(1)]		2,500	D	$ 123	1,157	I	By Wife
Common Stock	08/15/2007		M[(1)]		1,000	A	$ 10.895	2,157	I	By Wife
Common Stock	08/15/2007		S[(1)]		1,000	D	$ 122.6	1,157	I	By Wife
Common Stock	08/15/2007		M[(1)]		250	A	$ 10.895	1,407	I	By Wife

Common Stock	08/15/2007	S[(1)]	250	D	$ 122.5	1,157	I	By Wife
Common Stock	08/15/2007	M[(1)]	1,250	A	$ 15.475	2,407	I	By Wife
Common Stock	08/15/2007	S[(1)]	1,250	D	$ 122.5	1,157	I	By Wife
Common Stock	08/15/2007	M[(1)]	1,000	A	$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	S[(1)]	1,000	D	$ 122.4	1,157	I	By Wife
Common Stock	08/15/2007	M[(1)]	1,000	A	$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	S[(1)]	1,000	D	$ 122.75	1,157	I	By Wife
Common Stock	08/15/2007	M[(1)]	1,000	A	$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	S[(1)]	1,000	D	$ 122.7	1,157	I	By Wife
Common Stock	08/15/2007	M[(1)]	1,000	A	$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	S[(1)]	1,000	D	$ 122.6	1,157	I	By Wife
Common Stock	08/15/2007	M[(1)]	1,000	A	$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	S[(1)]	1,000	D	$ 122.9	1,157	I	By Wife
Common Stock	08/15/2007	M[(1)]	1,000	A	$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	S[(1)]	1,000	D	$ 123.1	1,157	I	By Wife
Common Stock	08/15/2007	M[(1)]	1,000	A	$ 15.475	2,157	I	By Wife
Common Stock	08/15/2007	S[(1)]	1,000	D	$ 123.2	1,157	I	By Wife
Common Stock						275	I	By Trust
Common Stock						1,307 [(3)]	D	

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

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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)	
									Date Exercisable	Expiration Date	Title	Amount or Number of Shares
				Code	V	(A)	(D)					
Employee Stock Option	$ 10.895	08/15/2007		M[(1)]		1,250		02/04/2007	02/04/2011	Common Stock	1,250
Employee Stock Option	$ 10.895	08/15/2007		M[(1)]		1,250		05/04/2007	02/04/2011	Common Stock	1,250
Employee Stock Option	$ 10.895	08/15/2007		M[(1)]		1,250		08/04/2007	02/04/2011	Common Stock	1,250
Employee Stock Option	$ 15.475	08/15/2007		M[(1)]		8,250		10/06/2006	07/06/2011	Common Stock	8,250

Reporting Owners

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

Signatures

/s/ Anthony Fadell	08/17/2007
**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)   The transactions reported on this Form 4 were pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on February 22, 2007 and amended on May 5, 2007.

(2)   Includes 210 shares acquired by the reporting person's spouse under the Apple Employee Stock Purchase Plan on June 29, 2007.

(3)   Includes 294 shares acquired by the reporting person under the Apple Employee Stock Purchase Plan on June 29, 2007.

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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