

APPLE INC  
Form 4  
April 30, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
SCHILLER PHILIP W

(Last) (First) (Middle)

1 INFINITE LOOP

(Street)

CUPERTINO, CA 95014

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
04/29/2008

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Senior Vice President

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock <sup>(1)</sup>	04/29/2008		S	2,000	D \$ 170.75	134,597	D
Common Stock <sup>(1)</sup>	04/29/2008		S	6,341	D \$ 171.1	128,256	D
Common Stock <sup>(1)</sup>	04/29/2008		S	5,000	D \$ 171.27	123,256	D
Common Stock <sup>(1)</sup>	04/29/2008		S	2,000	D \$ 171.3	121,256	D
Common Stock <sup>(1)</sup>	04/29/2008		S	2,000	D \$ 171.5	119,256	D

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Common Stock <u>(1)</u>	04/29/2008	S	2,000	D	\$ 171.52	117,256	D
Common Stock <u>(1)</u>	04/29/2008	S	3,000	D	\$ 171.75	114,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 171.85	109,256	D
Common Stock <u>(1)</u>	04/29/2008	S	12,000	D	\$ 172	97,256	D
Common Stock <u>(1)</u>	04/29/2008	S	20,000	D	\$ 172.13	77,256	D
Common Stock <u>(1)</u>	04/29/2008	S	3,000	D	\$ 172.55	74,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 172.8	69,256	D
Common Stock <u>(1)</u>	04/29/2008	S	4,000	D	\$ 172.81	65,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 172.84	60,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173	55,256	D
Common Stock <u>(1)</u>	04/29/2008	S	2,000	D	\$ 173.01	53,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.05	48,256	D
Common Stock <u>(1)</u>	04/29/2008	S	3,000	D	\$ 173.06	45,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.1	40,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.15	35,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.16	30,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.2	25,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.47	20,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.5	15,256	D
Common Stock <u>(1)</u>	04/29/2008	S	5,000	D	\$ 173.6	10,256	D
	04/29/2008	S	5,000	D	\$ 173.7	5,256	D

Common  
Stock <sup>(1)</sup>

Common 04/29/2008 S 5,000 D \$ 173.76 256 D  
Stock <sup>(1)</sup>

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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6)
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## Reporting Owners

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

## Signatures

/s/ Philip Schiller 04/30/2008

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) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on February 26, 2008.

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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