

Cue Eduardo H
Form 3
September 02, 2011

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 *	2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
Â Cue Eduardo H (Last) (First) (Middle)	09/01/2011 (Month/Day/Year)	APPLE INC [AAPL]		
1 INFINITE LOOP (Street)			(Check all applicable)	6. Individual or Joint/Group Filing(Check Applicable Line)
CUPERTINO,Â CAÂ 95014 (City) (State) (Zip)			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) Senior Vice President	<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

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	4,117	I	By trust
Common Stock	0	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	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Restricted Stock Units	Â (1)	Â (1)	Common Stock	2,500	\$ (2)	D	Â
Restricted Stock Units	Â (3)	Â (3)	Common Stock	11,250	\$ (2)	D	Â
Restricted Stock Units	Â (4)	Â (4)	Common Stock	12,500	\$ (2)	D	Â
Restricted Stock Units	Â (5)	Â (5)	Common Stock	50,000	\$ (2)	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Cue Eduardo H 1 INFINITE LOOP CUPERTINO, CA 95014	Â	Â	Â Senior Vice President	Â

Signatures

/s/ Gene D. Levoff, Attorney-in-fact for Eduardo H. Cue 09/02/2011

__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 October 18, 2007 and vests 25% on each of the first four anniversaries of the grant date.
- (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 12, 2008 and vests 12.5% in semi-annual installments over a four year period.
- (4) This restricted stock unit award was granted September 26, 2009 and vests 12.5% in semi-annual installments over a four year period.
- (5) This restricted stock unit award was granted October 5, 2010 and vests in full on September 21, 2014.

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.