

JOHNSON RONALD B

Form 4

October 30, 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

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
JOHNSON RONALD B

(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)
10/26/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

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

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 <u>(1)</u>	10/26/2007		M		700,000	A	\$ 23.7188	850,620	D
Common Stock <u>(1)</u>	10/26/2007		S		606,452	D	\$ 185	244,168	D
Common Stock <u>(1)</u>	10/26/2007		S		25,906	D	\$ 185.01	218,262	D
Common Stock <u>(1)</u>	10/26/2007		S		13,320	D	\$ 185.02	204,942	D
Common Stock <u>(1)</u>	10/26/2007		S		9,325	D	\$ 185.03	195,617	D

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Common Stock <u>(1)</u>	10/26/2007	S	3,000	D	\$ 185.04	192,617	D
Common Stock <u>(1)</u>	10/26/2007	S	6,910	D	\$ 185.05	185,707	D
Common Stock <u>(1)</u>	10/26/2007	S	6,560	D	\$ 185.06	179,147	D
Common Stock <u>(1)</u>	10/26/2007	S	6,700	D	\$ 185.07	172,447	D
Common Stock <u>(1)</u>	10/26/2007	S	2,384	D	\$ 185.08	170,063	D
Common Stock <u>(1)</u>	10/26/2007	S	2,300	D	\$ 185.09	167,763	D
Common Stock <u>(1)</u>	10/26/2007	S	1,700	D	\$ 185.1	166,063	D
Common Stock <u>(1)</u>	10/26/2007	S	2,317	D	\$ 185.11	163,746	D
Common Stock <u>(1)</u>	10/26/2007	S	1,600	D	\$ 185.12	162,146	D
Common Stock <u>(1)</u>	10/26/2007	S	1,800	D	\$ 185.13	160,346	D
Common Stock <u>(1)</u>	10/26/2007	S	1,511	D	\$ 185.14	158,835	D
Common Stock <u>(1)</u>	10/26/2007	S	700	D	\$ 185.15	158,135	D
Common Stock <u>(1)</u>	10/26/2007	S	1,100	D	\$ 185.16	157,035	D
Common Stock <u>(1)</u>	10/26/2007	S	300	D	\$ 185.17	156,735	D
Common Stock <u>(1)</u>	10/26/2007	S	1,710	D	\$ 185.18	155,025	D
Common Stock <u>(1)</u>	10/26/2007	S	2,105	D	\$ 185.19	152,920	D
Common Stock <u>(1)</u>	10/26/2007	S	1,800	D	\$ 185.2	151,120	D
Common Stock <u>(1)</u>	10/26/2007	S	500	D	\$ 185.21	150,620	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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Employee Stock Option	\$ 23.7188	10/26/2007		M	700,000	(2) 12/14/2009	Common Stock 700,000

Reporting Owners

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

Signatures

/s/ Ronald B.
Johnson 10/30/2007
 **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) Shares underlying stock options granted under the 1997 Employee Stock Option Plan.

(2) This option vested with respect to 25% of the shares subject to the option on January 11, 2001 and with respect to the remaining 75% of the shares in quarterly installments over the three-year period thereafter.

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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