

Edgar Filing: APPLE INC - Form 4

Common Stock					\$		
					145.06		
Common Stock	07/30/2007	<u>S(1)</u>	1,505	D	\$	279,634	D
					145.05		
Common Stock	07/30/2007	<u>S(1)</u>	100	D	\$	279,534	D
					145.04		
Common Stock	07/30/2007	<u>S(1)</u>	1,800	D	\$	277,734	D
					145.03		
Common Stock	07/30/2007	<u>S(1)</u>	400	D	\$	277,334	D
					145.02		
Common Stock	07/30/2007	<u>S(1)</u>	1,379	D	\$	275,955	D
					145.01		
Common Stock	07/30/2007	<u>S(1)</u>	2,664	D	\$	273,291	D
					145		
Common Stock	07/30/2007	<u>S(1)</u>	900	D	\$	272,391	D
					144.99		
Common Stock	07/30/2007	<u>S(1)</u>	717	D	\$	271,674	D
					144.98		
Common Stock	07/30/2007	<u>S(1)</u>	1,618	D	\$	270,056	D
					144.97		
Common Stock	07/30/2007	<u>S(1)</u>	500	D	\$	269,556	D
					144.96		
Common Stock	07/30/2007	<u>S(1)</u>	1,850	D	\$	267,706	D
					144.95		
Common Stock	07/30/2007	<u>S(1)</u>	1,350	D	\$	266,356	D
					144.94		
Common Stock	07/30/2007	<u>S(1)</u>	1,200	D	\$	265,156	D
					144.93		
Common Stock	07/30/2007	<u>S(1)</u>	1,200	D	\$	263,956	D
					144.92		
Common Stock	07/30/2007	<u>S(1)</u>	1,600	D	\$	262,356	D
					144.91		
Common Stock	07/30/2007	<u>S(1)</u>	1,691	D	\$	260,665	D
					144.9		
Common Stock	07/30/2007	<u>S(1)</u>	700	D	\$	259,965	D
					144.89		
Common Stock	07/30/2007	<u>S(1)</u>	1,400	D	\$	258,565	D
					144.88		
Common Stock	07/30/2007	<u>S(1)</u>	600	D	\$	257,965	D
					144.87		
	07/30/2007	<u>S(1)</u>	1,250	D		256,715	D

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Common Stock						\$			
						144.86			
Common Stock	07/30/2007		S ⁽¹⁾	2,094	D	\$	254,621	D	
						144.85			
Common Stock	07/30/2007		S ⁽¹⁾	56	D	\$	254,565	D	
						144.84			
Common Stock	07/30/2007		S ⁽¹⁾	600	D	\$	253,965	D	
						144.83			
Common Stock	07/30/2007		S ⁽¹⁾	950	D	\$	253,015	D	
						144.82			

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

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(9-02)

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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Director Stock Option	\$ 5.75	07/30/2007		M ⁽¹⁾	18,579	08/14/1998	08/14/2007	Common Stock	18,579
Director Stock Option	\$ 5.75	07/30/2007		M ⁽¹⁾	10,450	08/14/1999	08/14/2007	Common Stock	10,450

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CAMPBELL WILLIAM V 1 INFINITE LOOP CUPERTINO, CA 95014	X			

Signatures

/s/ William V.
Campbell

08/01/2007

__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) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on January 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. 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.