APPLE INC (AAPL)

4

Statement of changes in beneficial ownership of securities
Filed on 03/26/2008
Filed Period 03/24/2008

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SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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*
IVE JONATHAN P

(Last) (First) (Middle)

1 INFINITE LOOP

(Street)

CUPERTINO CA 95014

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)
03/24/2008

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

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
Director
10% Owner
X Officer (give title below)
Other (specify 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 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 (1)	03/24/2008		M		200,000	A	(1)	200,792	D	
Common Stock (2)	03/24/2008		F		90,784	D	$139.53	110,008	D	
Common Stock (3)	03/25/2008		S		2,000	D	$138.00	108,008	D	
Common Stock (3)	03/25/2008		S		3,000	D	$138.20	105,008	D	
Common Stock (3)	03/25/2008		S		2,000	D	$138.40	103,008	D	
Common Stock (3)	03/25/2008		S		2,000	D	$138.50	101,008	D	
Common Stock (3)	03/25/2008		S		2,000	D	$138.65	99,008	D	
Common Stock (3)	03/25/2008		S		3,000	D	$138.70	96,008	D	
Common Stock (3)	03/25/2008		S		3,000	D	$138.73	93,008	D	
Common Stock (3)	03/25/2008		S		216	D	$138.75	92,792	D	
Common Stock (3)	03/25/2008		S		2,000	D	$138.80	90,792	D	

Common Stock (3)	03/25/2008		S		15,000	D	$139.00	75,792	D	
Common Stock (3)	03/25/2008		S		10,000	D	$139.05	65,792	D	
Common Stock (3)	03/25/2008		S		3,500	D	$139.10	62,292	D	
Common Stock (3)	03/25/2008		S		2,500	D	$139.15	59,792	D	
Common Stock (3)	03/25/2008		S		4,000	D	$139.20	55,792	D	
Common Stock (3)	03/25/2008		S		5,000	D	$139.30	50,792	D	
Common Stock (3)	03/25/2008		S		5,500	D	$139.35	45,292	D	
Common Stock (3)	03/25/2008		S		4,000	D	$139.40	41,292	D	
Common Stock (3)	03/25/2008		S		15,000	D	$139.45	26,292	D	
Common Stock (3)	03/25/2008		S		4,500	D	$139.50	21,792	D	
Common Stock (3)	03/25/2008		S		2,000	D	$139.55	19,792	D	
Common Stock (3)	03/25/2008		S		2,000	D	$139.60	17,792	D	
Common Stock (3)	03/25/2008		S		8,000	D	$139.70	9,792	D	
Common Stock (3)	03/25/2008		S		2,000	D	$139.90	7,792	D	
Common Stock (3)	03/25/2008		S		7,000	D	$140.00	792	D	

Table II - Derivative Securities 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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Stock Unit	(1)	03/24/2008		M			200,000	03/24/2008	03/24/2008	Common Stock	200,000	(1)	0	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

IVE JONATHAN P 1 INFINITE LOOP			**Senior Vice President**	

Explanation of Responses:

1. Each restricted stock unit represents the right to receive, at settlement, 1 shares of common stock. The reporting person had vested restricted stock units settled in shares of common stock.
2. Shares withheld by Registrant to satisfy minimum statutory withholding requirements on vesting of restricted stock unit.
3. The transactions reported on this Form 4 were made pursuant to a Rule 10b5-1 trading plan, adopted by the reporting person on January 25, 2008.

Signatures

/s/ Jonathan Ive	03/26/2008
** Signature of Reporting Person	Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.
* 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)
Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.
Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.