

SERLET BERTRAND

Form 4

January 16, 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 *
SERLET BERTRAND

(Last) (First) (Middle)

1 INFINITE LOOP MS 81-2CL

(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)
01/11/2007

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 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 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)
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	M ⁽²⁾	20,000	A \$ 11.8438	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	S ⁽²⁾	3,600	D \$ 95.49	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	S ⁽²⁾	1,177	D \$ 95.5	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	S ⁽²⁾	4,722	D \$ 95.58	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	S ⁽²⁾	700	D \$ 95.59	15,261	D

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Common Stock <u>(1)</u>	01/11/2007	01/11/2007	<u>S</u> (2)	328	D	\$ 95.6	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	<u>S</u> (2)	300	D	\$ 95.61	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	<u>S</u> (2)	3,800	D	\$ 95.62	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	<u>S</u> (2)	2,602	D	\$ 95.65	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	<u>S</u> (2)	150	D	\$ 95.69	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	<u>S</u> (2)	1,000	D	\$ 95.82	15,261	D
Common Stock <u>(1)</u>	01/11/2007	01/11/2007	<u>S</u> (2)	1,621	D	\$ 95.9	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>M</u> (2)	20,000	A	\$ 11.8438	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	3,700	D	\$ 94.21	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	3,007	D	\$ 94.23	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	393	D	\$ 94.24	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	260	D	\$ 94.26	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	3,885	D	\$ 94.27	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	246	D	\$ 94.28	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	409	D	\$ 94.29	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	400	D	\$ 94.3	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	100	D	\$ 94.31	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	532	D	\$ 94.32	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	200	D	\$ 94.33	15,261	D
Common Stock <u>(1)</u>	01/12/2007	01/12/2007	<u>S</u> (2)	168	D	\$ 94.34	15,261	D
	01/12/2007	01/12/2007	<u>S</u> (2)	6,404	D	\$ 94.4	15,261	D

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Common
Stock (1)

Common Stock <u>(1)</u>	01/12/2007	01/12/2007	S <u>(2)</u>	200	D	\$ 94.55	15,261	D
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Common Stock <u>(1)</u>	01/12/2007	01/12/2007	S <u>(2)</u>	96	D	\$ 94.59	15,261	D
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474
(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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Employee Stock Option	\$ 11.8438	01/11/2007	01/11/2007	M <u>(2)</u>	20,000	07/06/2003	07/06/2009	Common Stock	20,000
Employee Stock Option	\$ 11.8438	01/12/2007	01/12/2007	M <u>(2)</u>	20,000	07/06/2003	07/06/2009	Common Stock	20,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

SERLET BERTRAND
1 INFINITE LOOP MS 81-2CL
CUPERTINO, CA 95014

Senior Vice President

Signatures

/s/ Bertrand
Serlet

01/15/2007

**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 transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on April 30, 2004.

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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