

APPLE INC

Form 4

August 01, 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

OMB
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
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(Print or Type Responses)

1. Name and Address of Reporting Person *
CAMPBELL WILLIAM V

(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)
07/30/2007

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner
☐ Officer (give title below) ☐ Other (specify below)

6. Individual or Joint/Group Filing(Check
Applicable Line)
☒ 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 Ownership Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------------|---|---|---|---|--|---|--|
| | | | Code | V | Amount (A) or (D) | Price | |
| Common Stock | 07/30/2007 | | M ⁽¹⁾ | | 21,421 | A \$ 5.75 | 274,436 D |
| Common Stock | 07/30/2007 | | S ⁽¹⁾ | | 800 | D \$ 145.43 | 273,636 D |
| Common Stock | 07/30/2007 | | S ⁽¹⁾ | | 900 | D \$ 145.42 | 272,736 D |
| Common Stock | 07/30/2007 | | S ⁽¹⁾ | | 300 | D \$ 145.41 | 272,436 D |
| Common Stock | 07/30/2007 | | S ⁽¹⁾ | | 500 | D \$ 145.4 | 271,936 D |
| | 07/30/2007 | | S ⁽¹⁾ | | 550 | D | 271,386 D |

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| | | | | | | | |
|-----------------|------------|-------------|-------|---|--------------|---------|---|
| Common Stock | | | | | \$ 145.39 | | |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 762 | D | \$ 145.38 | 270,624 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 300 | D | \$ 145.37 | 270,324 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 500 | D | \$ 145.36 | 269,824 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 600 | D | \$ 145.35 | 269,224 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 2,100 | D | \$ 145.34 | 267,124 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 300 | D | \$ 145.33 | 266,824 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 700 | D | \$ 145.32 | 266,124 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 700 | D | \$ 145.3 | 265,424 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 1,300 | D | \$ 145.29 | 264,124 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 288 | D | \$ 145.27 | 263,836 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 400 | D | \$ 145.26 | 263,436 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 1,100 | D | \$ 145.25 | 262,336 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 100 | D | \$ 145.24 | 262,236 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 800 | D | \$ 145.23 | 261,436 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 400 | D | \$ 145.22 | 261,036 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 2,500 | D | \$ 145.21 | 258,536 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 1,300 | D | \$ 145.2 | 257,236 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 1,021 | D | \$ 145.19 | 256,215 | D |
| Common Stock | 07/30/2007 | <u>S(1)</u> | 1,500 | D | \$ 145.18 | 254,715 | D |
| | 07/30/2007 | <u>S(1)</u> | 200 | D | | 254,515 | D |

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| | | | | | | | |
|--------------|------------|------------------|-------|---|----|--------|-----------|
| Common Stock | | | | | \$ | 145.16 | |
| Common Stock | 07/30/2007 | S ⁽¹⁾ | 1,200 | D | \$ | 145.15 | 253,315 D |
| Common Stock | 07/30/2007 | S ⁽¹⁾ | 100 | D | \$ | 145.14 | 253,215 D |
| Common Stock | 07/30/2007 | S ⁽¹⁾ | 100 | D | \$ | 145.12 | 253,115 D |
| Common Stock | 07/30/2007 | S ⁽¹⁾ | 100 | D | \$ | 145.11 | 253,015 D |

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 Shares |
| Director Stock Option | \$ 5.75 | 07/30/2007 | | M ⁽¹⁾ | | 21,421 | | 08/14/1998 | 08/14/2007 | Common Stock | 21,421 |

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.

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