

Fadell Anthony
Form 4
February 14, 2008

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Fadell Anthony

(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)
02/12/2008

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)

Senior Vice President

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 (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Common Stock	02/12/2008		M		25,000 A \$ 10.895	31,733	D
Common Stock	02/12/2008		S		5,674 D \$ 128.32	26,059	D
Common Stock	02/12/2008		S		3,423 D \$ 128.33	22,636	D
Common Stock	02/12/2008		S		2,000 D \$ 128.34	20,636	D
Common Stock	02/12/2008		S		900 D \$ 128.35	19,736	D

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Common Stock	02/12/2008		S	1,000	D	\$ 128.36	18,736	D	
Common Stock	02/12/2008		S	1,000	D	\$ 128.37	17,736	D	
Common Stock	02/12/2008		S	1,000	D	\$ 128.38	16,736	D	
Common Stock	02/12/2008		S	2,300	D	\$ 128.39	14,436	D	
Common Stock	02/12/2008		S	100	D	\$ 128.4	14,336	D	
Common Stock	02/12/2008		S	1,000	D	\$ 128.42	13,336	D	
Common Stock	02/12/2008		S	800	D	\$ 128.44	12,536	D	
Common Stock	02/12/2008		S	420	D	\$ 128.47	12,116	D	
Common Stock	02/12/2008		S	1,000	D	\$ 128.5	11,116	D	
Common Stock	02/12/2008		S	1,000	D	\$ 128.51	10,116	D	
Common Stock	02/12/2008		S	1,400	D	\$ 128.54	8,716	D	
Common Stock	02/12/2008		S	704	D	\$ 128.55	8,012	D	
Common Stock	02/12/2008		S	1,279	D	\$ 128.56	6,733	D	
Common Stock							6,641	I	By Wife
Common Stock							275	I	By Trust

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	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)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
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	Derivative Security	or Disposed of (D) (Instr. 3, 4, and 5)		Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option	\$ 10.895		02/12/2008	M				05/04/2004 ⁽¹⁾	02/04/2011	Common Stock	25,000

Reporting Owners

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

Signatures

/s/ Anthony Fadell
02/14/2008

**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 Employee Stock Option vested quarterly over 4 years.

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