

WILLIAMS JEFFREY E  
Form 3  
July 19, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
WILLIAMS JEFFREY E		(Month/Day/Year)	APPLE INC [AAPL]	
(Last)	(First)	(Middle)	07/07/2010	
1 INFINITE LOOP			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
CUPERTINO, CA 95014			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			Senior Vice President	6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	47,308	D	

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of	

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				Shares		(I) (Instr. 5)	
Employee Stock Option	Â (1)	08/30/2012	Common Stock	40,000	\$ 46.57	D	Â
Restricted Stock Units	Â (2)	Â (2)	Common Stock	10,000	\$ (3)	D	Â
Restricted Stock Units	Â (4)	Â (4)	Common Stock	20,000	\$ (3)	D	Â
Restricted Stock Units	Â (5)	Â (5)	Common Stock	18,750	\$ (3)	D	Â
Restricted Stock Units	Â (6)	Â (6)	Common Stock	26,250	\$ (3)	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WILLIAMS JEFFREY E 1 INFINITE LOOP CUPERTINO, CA 95014	Â	Â	Â Senior Vice President	Â

## Signatures

/s/ Jeffrey E.  
Williams

07/19/2010

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) This Employee Stock Option was granted 8/30/2005 and vests over a four-year period at 6.25% per quarter.
- (2) This RSU award was granted 12/12/2006 and vests 25% on each of the first four anniversaries of the grant date.
- (3) Each restricted stock unit represents the right to receive, at settlement, one (1) share of common stock.
- (4) This RSU award was granted 10/18/2007 and vests 25% on each of the first four anniversaries of the grant date.
- (5) This RSU award was granted 10/12/2008 and vests 12.5% in semi-annual installments over a four-year period.
- (6) This RSU award was granted 9/26/2009 and vests 12.5% in semi-annual installments over a four-year period.

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.