

Cue Eduardo H  
Form 4  
April 03, 2018

**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  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Cue Eduardo H

(Last) (First) (Middle)

ONE APPLE PARK WAY

(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)  
04/01/2018

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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock                       | 04/01/2018                              |                                                             | M                                    | V 130,117 A (1)                                                         | 130,283 (2)                                                                                                        | D                                                                       |                                                                   |
| Common<br>Stock (3)                   | 04/01/2018                              |                                                             | F                                    | V 66,613 D \$<br>167.78                                                 | 63,670                                                                                                             | D                                                                       |                                                                   |
| Common<br>Stock (4)                   | 04/01/2018                              |                                                             | G                                    | V 63,670 D \$ 0                                                         | 0                                                                                                                  | D                                                                       |                                                                   |
| Common<br>Stock (4)                   | 04/01/2018                              |                                                             | G                                    | V 63,670 A \$ 0                                                         | 65,370                                                                                                             | I                                                                       | By Trust                                                          |

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

**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 control number.**

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) |                 | 8. Title and Amount of Underlying Securities (Instr. 3 and 4) |                            |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|-----|---------------------------------------------------------------|-----------------|---------------------------------------------------------------|----------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V                                                                                       | (A)                                                      | (D) | Date Exercisable                                              | Expiration Date | Title                                                         | Amount or Number of Shares |
| Restricted Stock Unit                      | (1)                                                    | 04/01/2018                           |                                                    | M                              |                                                                                         | 53,055                                                   |     | (5)                                                           | (5)             | Common Stock                                                  | 53,055                     |
| Restricted Stock Unit                      | (1)                                                    | 04/01/2018                           |                                                    | M                              |                                                                                         | 40,954                                                   |     | (6)                                                           | (6)             | Common Stock                                                  | 40,954                     |
| Restricted Stock Unit                      | (1)                                                    | 04/01/2018                           |                                                    | M                              |                                                                                         | 36,108                                                   |     | (7)                                                           | (7)             | Common Stock                                                  | 36,108                     |

## Reporting Owners

| Reporting Owner Name / Address                             | Relationships                    |
|------------------------------------------------------------|----------------------------------|
|                                                            | Director 10% Owner Officer Other |
| Cue Eduardo H<br>ONE APPLE PARK WAY<br>CUPERTINO, CA 95014 | Senior Vice President            |

## Signatures

/s/ Sam Whittington, Attorney-in-Fact for Eduardo H. Cue

04/03/2018

\_\_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) Each restricted stock unit represents the right to receive, at settlement, one share of common stock. This transaction represents the settlement of restricted stock units in shares of common stock on their scheduled vesting date.
- (2) The number of securities reported reflects the acquisition on January 31, 2018 of 166 shares of Apple Inc.'s common stock pursuant to the Apple Inc. Amended Employee Stock Purchase Plan ("ESPP") for the ESPP purchase period of August 1, 2017 through January 31, 2018.
- (3) Shares withheld by Apple to satisfy tax withholding requirements on vesting of restricted stock units. No shares were sold.

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- (4) These entries reflect the transfer of securities by the reporting person to a family trust.
- (5) This award was granted on March 3, 2014. 53,056 restricted stock units subject to the award vested on April 1, 2016, and 53,055 restricted stock units vested on each of April 1, 2017 and April 1, 2018.
- This award was granted on October 17, 2014. 40,955 restricted stock units subject to the award vested on April 1, 2017, 40,954 restricted stock units vested on April 1, 2018, and 40,954 restricted stock units are scheduled to vest on April 1, 2019, assuming continued employment through the applicable vesting date.
- (6)
- This award was granted on October 5, 2015. 36,108 restricted stock units subject to the award vested on April 1, 2018, 36,108 restricted stock units are scheduled to vest on April 1, 2019, and 36,107 restricted stock units are scheduled to vest on April 1, 2020, assuming continued employment through the applicable vesting date.
- (7)

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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