

SERLET BERTRAND
Form 4
January 16, 2007

FORM 4

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person *
SERLET BERTRAND

2. Issuer Name and Ticker or Trading Symbol
APPLE INC [AAPL]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
1 INFINITE LOOP MS 81-2CL

3. Date of Earliest Transaction (Month/Day/Year)
01/11/2007

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)

Senior Vice President

(Street)
CUPERTINO, CA 95014

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
____ Form filed by More than One Reporting Person

(City) (State) (Zip)

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Common Stock ⁽¹⁾ | 01/11/2007 | 01/11/2007 | M ⁽²⁾ | 20,000 | A \$ 11.8438 | 15,261 | D |
| Common Stock ⁽¹⁾ | 01/11/2007 | 01/11/2007 | S ⁽²⁾ | 3,600 | D \$ 95.49 | 15,261 | D |
| Common Stock ⁽¹⁾ | 01/11/2007 | 01/11/2007 | S ⁽²⁾ | 1,177 | D \$ 95.5 | 15,261 | D |
| Common Stock ⁽¹⁾ | 01/11/2007 | 01/11/2007 | S ⁽²⁾ | 4,722 | D \$ 95.58 | 15,261 | D |
| Common Stock ⁽¹⁾ | 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(2)</u> | 328 | D | \$ 95.6 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/11/2007 | 01/11/2007 | <u>S(2)</u> | 300 | D | \$ 95.61 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/11/2007 | 01/11/2007 | <u>S(2)</u> | 3,800 | D | \$ 95.62 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/11/2007 | 01/11/2007 | <u>S(2)</u> | 2,602 | D | \$ 95.65 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/11/2007 | 01/11/2007 | <u>S(2)</u> | 150 | D | \$ 95.69 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/11/2007 | 01/11/2007 | <u>S(2)</u> | 1,000 | D | \$ 95.82 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/11/2007 | 01/11/2007 | <u>S(2)</u> | 1,621 | D | \$ 95.9 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>M(2)</u> | 20,000 | A | \$ 11.8438 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 3,700 | D | \$ 94.21 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 3,007 | D | \$ 94.23 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 393 | D | \$ 94.24 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 260 | D | \$ 94.26 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 3,885 | D | \$ 94.27 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 246 | D | \$ 94.28 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 409 | D | \$ 94.29 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 400 | D | \$ 94.3 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 100 | D | \$ 94.31 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 532 | D | \$ 94.32 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 200 | D | \$ 94.33 | 15,261 | D |
| Common Stock <u>(1)</u> | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 168 | D | \$ 94.34 | 15,261 | D |
| | 01/12/2007 | 01/12/2007 | <u>S(2)</u> | 6,404 | D | \$ 94.4 | 15,261 | D |

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Common
Stock (1)

Common
Stock (1) 01/12/2007 01/12/2007 S(2) 200 D \$ 94.55 15,261 D

Common
Stock (1) 01/12/2007 01/12/2007 S(2) 96 D \$ 94.59 15,261 D

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.

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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 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) | Amount or Number of Share |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---------------------------|
| Employee Stock Option | \$ 11.8438 | 01/11/2007 | 01/11/2007 | <u>M(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 | <u>M(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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