

COOK TIMOTHY D
Form 4
March 26, 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 *
COOK TIMOTHY D

(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)
03/24/2008

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)

Chief Operating Officer

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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock ⁽¹⁾	03/24/2008		S	800	D \$ 139.61	54,127	D
Common Stock ⁽¹⁾	03/24/2008		S	1,600	D \$ 139.62	52,527	D
Common Stock ⁽¹⁾	03/24/2008		S	200	D \$ 139.63	52,327	D
Common Stock ⁽¹⁾	03/24/2008		S	2,000	D \$ 139.64	50,327	D
Common Stock ⁽¹⁾	03/24/2008		S	200	D \$ 139.65	50,127	D

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Common Stock <u>(1)</u>	03/24/2008	S	800	D	\$ 139.66	49,327	D
Common Stock <u>(1)</u>	03/24/2008	S	200	D	\$ 139.67	49,127	D
Common Stock <u>(1)</u>	03/24/2008	S	1,000	D	\$ 139.68	48,127	D
Common Stock <u>(1)</u>	03/24/2008	S	200	D	\$ 139.69	47,927	D
Common Stock <u>(1)</u>	03/24/2008	S	1,200	D	\$ 139.71	46,727	D
Common Stock <u>(1)</u>	03/24/2008	S	200	D	\$ 139.72	46,527	D
Common Stock <u>(1)</u>	03/24/2008	S	400	D	\$ 139.75	46,127	D
Common Stock <u>(1)</u>	03/24/2008	S	1,000	D	\$ 139.76	45,127	D
Common Stock <u>(1)</u>	03/24/2008	S	200	D	\$ 139.77	44,927	D
Common Stock <u>(1)</u>	03/24/2008	S	200	D	\$ 139.78	44,727	D
Common Stock <u>(1)</u>	03/24/2008	S	400	D	\$ 139.79	44,327	D
Common Stock <u>(1)</u>	03/24/2008	S	1,200	D	\$ 139.8	43,127	D
Common Stock <u>(1)</u>	03/24/2008	S	600	D	\$ 139.81	42,527	D
Common Stock <u>(1)</u>	03/24/2008	S	600	D	\$ 139.82	41,927	D
Common Stock <u>(1)</u>	03/24/2008	S	400	D	\$ 139.83	41,527	D
Common Stock <u>(1)</u>	03/24/2008	S	400	D	\$ 139.84	41,127	D
Common Stock <u>(1)</u>	03/24/2008	S	1,000	D	\$ 139.85	40,127	D
Common Stock <u>(1)</u>	03/24/2008	S	400	D	\$ 139.86	39,727	D
Common Stock <u>(1)</u>	03/24/2008	S	400	D	\$ 139.87	39,327	D
Common Stock <u>(1)</u>	03/24/2008	S	2,200	D	\$ 139.88	37,127	D
	03/24/2008	S	200	D		36,927	D

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Common Stock ⁽¹⁾					\$			
					139.89			
Common Stock ⁽¹⁾	03/24/2008		S	1,400	D	\$	35,527	D
						139.91		
Common Stock ⁽¹⁾	03/24/2008		S	1,000	D	\$	34,527	D
						139.92		
Common Stock ⁽¹⁾	03/24/2008		S	400	D	\$	34,127	D
						139.93		
Common Stock ⁽¹⁾	03/24/2008		S	400	D	\$	33,727	D
						139.94		

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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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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V (A) (D)		

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COOK TIMOTHY D 1 INFINITE LOOP CUPERTINO, CA 95014			Chief Operating Officer	

Signatures

/s/ Timothy Cook
03/26/2008

__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) The transactions reported in this Form 4 were made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 23, 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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