

**APPLE INC**  
Reported by  
**IVE JONATHAN P**

**FORM 4**  
(Statement of Changes in Beneficial Ownership)

Filed 03/26/08 for the Period Ending 03/24/08

Address	ONE INFINITE LOOP CUPERTINO, CA 95014
Telephone	(408) 996-1010
CIK	0000320193
Symbol	AAPL
SIC Code	3571 - Electronic Computers
Industry	Computer Hardware
Sector	Technology
Fiscal Year	09/27

# FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

OMB APPROVAL  
OMB Number: 3235-0287  
Expires: January 31, 2008  
Estimated average burden hours per response... 0.5

**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(f) of the  
Investment Company Act of 1940

<b>1. Name and Address of Reporting Person *</b>  <b>IVE JONATHAN P</b> <small>(Last) (First) (Middle)</small>  <b>1 INFINITE LOOP</b> <small>(Street)</small>  <b>CUPERTINO, CA 95014</b> <small>(City) (State) (Zip)</small>	<b>2. Issuer Name and Ticker or Trading Symbol</b>  <b>APPLE INC [ AAPL ]</b>  <b>3. Date of Earliest Transaction (MM/DD/YYYY)</b>  <b>3/24/2008</b>  <b>4. If Amendment, Date Original Filed (MM/DD/YYYY)</b>	<b>5. Relationship of Reporting Person(s) to Issuer (Check all applicable)</b>  <input type="checkbox"/> Director <span style="float:right"><input type="checkbox"/> 10% Owner</span> <input checked="" type="checkbox"/> Officer (give title below) <span style="float:right"><input type="checkbox"/> Other (specify below)</span> <b>Senior Vice President</b>  <b>6. Individual or Joint/Group Filing (Check Applicable Line)</b>  <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock (1)	3/24/2008		M		200000	A	(1)	200792	D	
Common Stock (2)	3/24/2008		F		90784	D	\$139.53	110008	D	
Common Stock (3)	3/25/2008		S		2000	D	\$138.00	108008	D	
Common Stock (3)	3/25/2008		S		3000	D	\$138.20	105008	D	
Common Stock (3)	3/25/2008		S		2000	D	\$138.40	103008	D	
Common Stock (3)	3/25/2008		S		2000	D	\$138.50	101008	D	
Common Stock (3)	3/25/2008		S		2000	D	\$138.65	99008	D	
Common Stock (3)	3/25/2008		S		3000	D	\$138.70	96008	D	
Common Stock (3)	3/25/2008		S		3000	D	\$138.73	93008	D	
Common Stock (3)	3/25/2008		S		216	D	\$138.75	92792	D	
Common Stock (3)	3/25/2008		S		2000	D	\$138.80	90792	D	
Common Stock (3)	3/25/2008		S		15000	D	\$139.00	75792	D	
Common Stock (3)	3/25/2008		S		10000	D	\$139.05	65792	D	
Common Stock (3)	3/25/2008		S		3500	D	\$139.10	62292	D	
Common Stock (3)	3/25/2008		S		2500	D	\$139.15	59792	D	
Common Stock (3)	3/25/2008		S		4000	D	\$139.20	55792	D	
Common Stock (3)	3/25/2008		S		5000	D	\$139.30	50792	D	
Common Stock (3)	3/25/2008		S		5500	D	\$139.35	45292	D	

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock (3)	3/25/2008		S		4000	D	\$139.40	41292	D	
Common Stock (3)	3/25/2008		S		15000	D	\$139.45	26292	D	
Common Stock (3)	3/25/2008		S		4500	D	\$139.50	21792	D	
Common Stock (3)	3/25/2008		S		2000	D	\$139.55	19792	D	
Common Stock (3)	3/25/2008		S		2000	D	\$139.60	17792	D	
Common Stock (3)	3/25/2008		S		8000	D	\$139.70	9792	D	
Common Stock (3)	3/25/2008		S		2000	D	\$139.90	7792	D	
Common Stock (3)	3/25/2008		S		7000	D	\$140.00	792	D	

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)	Date Exercisable	Expiration Date				
Restricted Stock Unit	(1)	3/24/2008		M		200000	3/24/2008	3/24/2008	Common Stock	200000	(1)	0	D	

**Explanation of Responses:**

- (1) Each restricted stock unit represents the right to receive, at settlement, 1 shares of common stock. The reporting person had vested restricted stock units settled in shares of common stock.
- (2) Shares withheld by Registrant to satisfy minimum statutory withholding requirements on vesting of restricted stock unit.
- (3) The transactions reported on this Form 4 were made pursuant to a Rule 10b5-1 trading plan, adopted by the reporting person on January 25, 2008.

**Reporting Owners**

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

**Signatures**

/s/ Jonathan Ive

3/26/2008

Date

\*\* Signature of Reporting Person

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

\* 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).

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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