

Fadell Anthony
 Form 4
 February 14, 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 *
 Fadell Anthony

(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)
 02/12/2008

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)

Senior Vice President

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| Common Stock | 02/12/2008 | | M | A | \$ 25,000 10.895 | D | |
| Common Stock | 02/12/2008 | | S | D | \$ 5,674 128.32 | D | |
| Common Stock | 02/12/2008 | | S | D | \$ 3,423 128.33 | D | |
| Common Stock | 02/12/2008 | | S | D | \$ 2,000 128.34 | D | |
| Common Stock | 02/12/2008 | | S | D | \$ 900 128.35 | D | |

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| | | | | | | | | | |
|--------------|------------|--|---|-------|---|-----------|--------|---|----------|
| Common Stock | 02/12/2008 | | S | 1,000 | D | \$ 128.36 | 18,736 | D | |
| Common Stock | 02/12/2008 | | S | 1,000 | D | \$ 128.37 | 17,736 | D | |
| Common Stock | 02/12/2008 | | S | 1,000 | D | \$ 128.38 | 16,736 | D | |
| Common Stock | 02/12/2008 | | S | 2,300 | D | \$ 128.39 | 14,436 | D | |
| Common Stock | 02/12/2008 | | S | 100 | D | \$ 128.4 | 14,336 | D | |
| Common Stock | 02/12/2008 | | S | 1,000 | D | \$ 128.42 | 13,336 | D | |
| Common Stock | 02/12/2008 | | S | 800 | D | \$ 128.44 | 12,536 | D | |
| Common Stock | 02/12/2008 | | S | 420 | D | \$ 128.47 | 12,116 | D | |
| Common Stock | 02/12/2008 | | S | 1,000 | D | \$ 128.5 | 11,116 | D | |
| Common Stock | 02/12/2008 | | S | 1,000 | D | \$ 128.51 | 10,116 | D | |
| Common Stock | 02/12/2008 | | S | 1,400 | D | \$ 128.54 | 8,716 | D | |
| Common Stock | 02/12/2008 | | S | 704 | D | \$ 128.55 | 8,012 | D | |
| Common Stock | 02/12/2008 | | S | 1,279 | D | \$ 128.56 | 6,733 | D | |
| Common Stock | | | | | | | 6,641 | I | By Wife |
| Common Stock | | | | | | | 275 | I | By Trust |

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

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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 | 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) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |
|--|------------------------------------|--------------------------------------|--|--------------------------------|---|--|---|
|--|------------------------------------|--------------------------------------|--|--------------------------------|---|--|---|

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| | Derivative Security | or Disposed of (D) (Instr. 3, 4, and 5) | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
|-----------------------|---------------------|---|------------|------|---|-----|-----|---------------------------|-----------------|--------------|----------------------------|
| | | | | | | | | | | | |
| Employee Stock Option | \$ 10.895 | | 02/12/2008 | M | | | | 05/04/2004 ⁽¹⁾ | 02/04/2011 | Common Stock | 25,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|-----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Fadell Anthony 1 INFINITE LOOP CUPERTINO, CA 95014 | | | Senior Vice President | |

Signatures

/s/ Anthony Fadell
02/14/2008
Date

**Signature of Reporting Person

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) This Employee Stock Option vested quarterly over 4 years.

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.