

Riccio Daniel J.  
Form 3  
September 04, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â Riccio Daniel J.		(Month/Day/Year)	APPLE INC [AAPL]	
(Last)	(First)	(Middle)	08/24/2012	
1 INFINITE LOOP			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
CUPERTINO,Â CAÂ 95014			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			Senior Vice President	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	14,871	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of	

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				Shares		(I) (Instr. 5)	
Restricted Stock Unit	Â (1)	Â (1)	Common Stock	75,000	\$ (2)	D	Â
Restricted Stock Unit	Â (3)	Â (3)	Common Stock	17,500	\$ (2)	D	Â
Restricted Stock Unit	Â (4)	Â (4)	Common Stock	3,750	\$ (2)	D	Â
Restricted Stock Unit	Â (5)	Â (5)	Common Stock	11,250	\$ (2)	D	Â
Restricted Stock Unit	Â (6)	Â (6)	Common Stock	9,375	\$ (2)	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Riccio Daniel J. 1 INFINITE LOOP CUPERTINO, CA 95014	Â	Â	Â Senior Vice President	Â

## Signatures

/s/ Gene D. Levoff, Attorney-in-fact for Daniel J. Riccio

08/31/2012

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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 restricted stock unit award was granted August 23, 2012 and vests as to 25,000 units on each of December 23, 2013, April 23, 2015 and August 23, 2016.
- (2) Each restricted stock unit represents the right to receive, at settlement, one (1) share of common stock.
- (3) This restricted stock unit award was granted October 10, 2011 and vests 12.5% in semi-annual installments over a four year period.
- (4) This restricted stock unit award was granted October 12, 2008 and vests 12.5% in semi-annual installments over a four year period.
- (5) This restricted stock unit award was granted September 26, 2009 and vests 12.5% in semi-annual installments over a four year period.
- (6) This restricted stock unit award was granted October 5, 2010 and vests 12.5% in semi-annual installments over a four year period.

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.