

SERLET BERTRAND
Form 4
January 11, 2007

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 *
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)
01/09/2007

____ 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⁾	01/09/2007	01/09/2007	M ⁽²⁾	20,000	A \$ 11.8438	15,261	D
Common Stock ⁽¹⁾	01/09/2007	01/09/2007	S ⁽²⁾	5,200	D \$ 89.08	15,261	D
Common Stock ⁽¹⁾	01/09/2007	01/09/2007	S ⁽²⁾	1,300	D \$ 89.21	15,261	D
Common Stock ⁽¹⁾	01/09/2007	01/09/2007	S ⁽²⁾	10,900	D \$ 89.22	15,261	D
Common Stock ⁽¹⁾	01/09/2007	01/09/2007	S ⁽²⁾	600	D \$ 89.23	15,261	D

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Common Stock <u>(1)</u>	01/09/2007	01/09/2007	S ⁽²⁾	65	D	\$ 89.34	15,261	D
Common Stock <u>(1)</u>	01/09/2007	01/09/2007	S ⁽²⁾	600	D	\$ 89.35	15,261	D
Common Stock <u>(1)</u>	01/09/2007	01/09/2007	S ⁽²⁾	435	D	\$ 89.36	15,261	D
Common Stock <u>(1)</u>	01/09/2007	01/09/2007	S ⁽²⁾	800	D	\$ 89.37	15,261	D
Common Stock <u>(1)</u>	01/09/2007	01/09/2007	S ⁽²⁾	100	D	\$ 89.38	15,261	D
Common Stock <u>(1)</u>	01/10/2007	01/10/2007	M ⁽²⁾	20,000	A	\$ 11.8438	15,261	D
Common Stock <u>(1)</u>	01/10/2007	01/10/2007	S ⁽²⁾	2,175	D	\$ 94.67	15,261	D
Common Stock <u>(1)</u>	01/10/2007	01/10/2007	S ⁽²⁾	3,200	D	\$ 94.77	15,261	D
Common Stock <u>(1)</u>	01/10/2007	01/10/2007	S ⁽²⁾	3,400	D	\$ 94.79	15,261	D
Common Stock <u>(1)</u>	01/10/2007	01/10/2007	S ⁽²⁾	2,800	D	\$ 94.83	15,261	D
Common Stock <u>(1)</u>	01/10/2007	01/10/2007	S ⁽²⁾	3,800	D	\$ 94.84	15,261	D
Common Stock <u>(1)</u>	01/10/2007	01/10/2007	S ⁽²⁾	500	D	\$ 94.85	15,261	D
Common Stock <u>(1)</u>	01/10/2007	01/10/2007	S ⁽²⁾	4,125	D	\$ 94.86	15,261	D
Common Stock <u>(3)</u>	01/10/2007	01/10/2007	S ⁽⁴⁾	25,000	D	\$ 95.12	15,261	D

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

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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,	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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and 5)

	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share	
Employee Stock Option	\$ 11.8438		01/09/2007	01/09/2007	M ⁽²⁾	3,296	07/06/2002 07/06/2009	Common Stock	3,296
Employee Stock Option	\$ 11.8438		01/09/2007	01/09/2007	M ⁽²⁾	16,704	07/06/2003 07/06/2009	Common Stock	16,704
Employee Stock Option	\$ 11.8438		01/10/2007	01/10/2007	M ⁽²⁾	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

01/11/2007

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.
- (3) Shares acquired under Apple's 2003 Employee Stock Plan.
- (4) This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 30, 2005.

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