

APPLE INC  
Form 4  
October 26, 2007

**FORM 4**

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

OMB APPROVAL

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

**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 \*  
CAMPBELL WILLIAM V

(Last) (First) (Middle)  
1 INFINITE LOOP  
(Street)  
CUPERTINO, CA 95014

2. Issuer Name and Ticker or Trading Symbol  
APPLE INC [AAPL]

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/28/2006

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)

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)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/28/2006		P <sup>(1)</sup>		3,600	A	\$ 71.52 2,900
Common Stock	04/17/2006		S <sup>(1)</sup>		2,200	D	\$ 65.17 2,900
Common Stock	06/16/2006		S <sup>(1)</sup>		1,400	D	\$ 58.14 2,900
Common Stock	09/12/2006		P <sup>(1)</sup>		2,600	A	\$ 72.78 2,900
Common Stock	01/26/2007		P <sup>(1)</sup>		2,900	A	\$ 85.99 2,900
	07/12/2007		S <sup>(1)</sup>		2,600	D	2,900

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Common Stock \$ 133.18

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, 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 Beneficially Owned (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CAMPBELL WILLIAM V 1 INFINITE LOOP CUPERTINO, CA 95014		X		

## Signatures

/s/ William V. Campbell 10/25/2007  
 \*\*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) The transactions disclosed on this Form 4 were identified by Apple Inc. (the "Company") during a survey of Mr. Campbell's equity holdings. These transactions originated in an account controlled by an independent investment manager for the benefit of Mr. Campbell and his spouse. Neither Mr. Campbell nor his spouse is involved in the management or direction of the account and neither was aware of these transactions. Upon learning of these transactions, Mr. Campbell and the Company promptly conducted a thorough review. The review determined that two transactions disclosed on this Form 4 yielded disgorgable profits pursuant to Section 16(b) of the Securities

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Exchange Act of 1934. Mr. Campbell has repaid these profits to the Company. Mr. Campbell and the Company, in cooperation with the investment manager, have instituted safeguards to ensure that future disclosable transactions in Company securities, if any, are promptly identified and reported.

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