UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

October 6, 2017

Date of Report (Date of earliest event reported)

Apple Inc.

(Exact name of Registrant as specified in its charter)

California (State or other jurisdiction of incorporation) 001-36743 (Commission

(Commission File Number)

94-2404110 (IRS. Employer Identification No.)

1 Infinite Loop Cupertino, California 95014 (Address of principal executive offices) (Zip Code)

(408) 996-1010 (Registrant's telephone number, including area code)

Not applicable

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form8-K filing is intended to simultaneously satisfy the filing obligation of the Registrant under any of the following provisions:

- $\hfill \Box$ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- $\hfill \square$ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- □ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR240.14d-2(b))
- □ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR240.13e-4(c))

Indicate by check mark whether the Registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the Registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

□

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

(b)

On October 6, 2017, Apple Inc. announced that Bruce Sewell, Apple's Senior Vice President, General Counsel and Secretary, would retire from the company, effective at the end of the year. Mr. Sewell will be succeeded by Katherine Adams, who will assume the role of General Counsel and Senior Vice President of the company, effective November 13, 2017.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 12, 2017 Apple Inc.

By: /s/ Luca Maestri
Luca Maestri
Senior Vice President, Chief Financial Officer