

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name <input checked="" type="checkbox"/> Organization/Lobbying Firm <input type="checkbox"/> Self Employed Individual									
Apple Inc.									
2. Address <input type="checkbox"/> Check if different than previously reported									
Address1	901 15th Street NW, Suite 1000	Address2							
City	Washington	State	DC	Zip Code	20005	Country	USA		
3. Principal place of business (if different than line 2)									
City	Cupertino	State	CA	Zip Code	95014	Country	USA		
4a. Contact Name				b. Telephone Number		c. E-mail		5. Senate ID#	
Ms. Catherine A. Novelli				(202) 772-9500				4152-12	
7. Client Name <input checked="" type="checkbox"/> Self <input type="checkbox"/> Check if client is a state or local government or instrumentality								6. House ID#	
Apple Inc.								314500000	

TYPE OF REPORT 8. Year 2012 Q1 (1/1 - 3/31) Q2 (4/1 - 6/30) Q3 (7/1-9/30) Q4 (10/1 - 12/31)

9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report Termination Date _____ 11. No Lobbying Issue Activity

INCOME OR EXPENSES - YOU MUST complete either Line 12 or Line 13

12. Lobbying	13. Organizations
INCOME relating to lobbying activities for this reporting period was:	EXPENSE relating to lobbying activities for this reporting period were:
<u>Less than \$5,000</u> <input type="checkbox"/>	<u>Less than \$5,000</u> <input type="checkbox"/>
<u>\$5,000 or more</u> <input checked="" type="checkbox"/> \$ _____	<u>\$5,000 or more</u> <input checked="" type="checkbox"/> \$ <u>470,000.00</u>
Provide a good faith estimate, rounded to the nearest \$10,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).	14. REPORTING Check box to indicate expense accounting method. See instructions for description of options.
	<input checked="" type="checkbox"/> Method A. Reporting amounts using LDA definitions only
	<input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) of the Internal Revenue Code
	<input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code

Signature _____

Date 07/21/2012

Printed Name and Title Catherine A. Novelli, Vice President Worldwide Government Affairs

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Add additional page(s) as needed.

15. General issue area code (one per page)

16. Specific lobbying issues

S 23/HR 1249: America Invents Act
 S 968: Protect IP Act
 HR 3261: Stop Online Piracy Act
 Patent Reform, PTO Funding, General Copyright Issues, IP Infringement, Piracy

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Nick	Ammann			<input checked="" type="checkbox"/>
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	<input checked="" type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above Check if None

Printed Name and Title Catherine A. Novelli, Vice President Worldwide Government Affairs

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15. General issue area code Taxation/Internal Revenue Code (one per page)

16. Specific lobbying issues

HR 942: American Research and Competitiveness Act
 S 971: Digital Goods and Services Fairness Act
 HR 1860: Digital Goods & Services Tax Fairness Act
 HR 1036: Job Creation & Innovation Act

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Nick	Ammann			<input type="checkbox"/>
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	<input type="checkbox"/>
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15. General issue area code

EDU	Education
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 (one per page)

16. Specific lobbying issues

Elementary & Secondary Education Authorization
 General Education Technology Funding
 Issues related to digital textbooks

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate, Education, Dept of

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Nick	Ammann			<input type="checkbox"/>
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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15. General issue area code

TEC

Telecommunications

 (one per page)

16. Specific lobbying issues

S 28: Public Safety Spectrum & Wireless Innovation Act
 S 911: Spectrum Act
 Wireless Carrier National Anti-Theft Database, Spectrum Incentive Auctions, Universal Service, Accessibility, Open Internet Issues, Children's Online Protection,

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate, Federal Communications Commission (FCC)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Nick	Ammann			<input type="checkbox"/>
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	<input type="checkbox"/>
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				<input type="checkbox"/>
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15. General issue area code Environment/Superfund (one per page)

16. Specific lobbying issues

Electronic Waste, Energy Star, EPEAT, Green Technology

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate, Environmental Protection Agency (EPA)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Nick	Ammann			<input type="checkbox"/>
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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				<input type="checkbox"/>

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15. General issue area code Trade (Domestic/Foreign) (one per page)

16. Specific lobbying issues

Information Technology Agreement (ITA)
 Standards and Technical Barriers to Trade
 Market Access & Free Trade Agreements

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate, U.S. Trade Representative (USTR)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Nick	Ammann			<input type="checkbox"/>
Lisa	Errion			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

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15. General issue area code (one per page)

16. Specific lobbying issues

HR 654: Do Not Track Me Online Act
 HR 611: Best Practices Act
 HR 1528: Consumer Privacy Protection Act
 HR 1895: Do Not Track Kids Act of 2011

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate, Federal Trade Commission (FTC), Commerce, Dept of (DOC)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Nick	Ammann			<input type="checkbox"/>
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

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S 799: The Commercial Privacy Bill of Rights Act of 2011
S 1223: Location Privacy Protection Act
General Consumer Privacy Issues, Location-Based Services
Commercial Competition Policy Issues
Children's Online Privacy & Safety
Battery Transportation & Safety Issues

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15. General issue area code Financial Institutions/Investments/Sec (one per page)

16. Specific lobbying issues

S 575: Debit Interchange Fee Study Act
 HR 1081: Consumers Payment System Protection Act
 Implementation of the Dodd-Frank Act: Interchange Fees, SEC disclosures related to mineral sourcing

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate, Securities & Exchange Commission (SEC)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Lisa	Errion			<input type="checkbox"/>
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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15. General issue area code (one per page)

16. Specific lobbying issues

HR 658: Federal Aviation Administration Reauthorization (Batteries)
 HR 2553: Airport and Airway Extension Act (Batteries)
 Issues related to transportation of batteries
 Issues related to technology use in aviation

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	<input type="checkbox"/>
				<input type="checkbox"/>
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15. General issue area code (one per page)

16. Specific lobbying issues

S 1011: Electronic Communications Privacy Act Amendments of 2011 (ECPA)

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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15. General issue area code (one per page)

16. Specific lobbying issues

S 1207: Data Security and Breach Notification Act
 HR 1707/HR 1841: Data Accountability and Trust Act
 Bills related to Cyber Security: HR 2096, HR 3523, HR 4257, HR 3834, HR 4263, HR 5026
 Data Security, Cyber Security, Breach Notification

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Nick	Ammann			<input type="checkbox"/>
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	<input type="checkbox"/>
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15. General issue area code (one per page)

16. Specific lobbying issues

S 365: Budget Control Act (Spectrum)
Issues Related to Spectrum

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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				<input type="checkbox"/>
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15. General issue area code (one per page)

16. Specific lobbying issues

Issues related to electronic book publishing

17. House(s) of Congress and Federal agencies Check if None

House of Representatives, Senate

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			<input type="checkbox"/>
Joseph	Fortson			<input type="checkbox"/>
Nick	Ammann			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

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Printed Name and Title Catherine A. Novelli, Vice President Worldwide Government Affairs

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

Address _____

City _____ State _____ Zip Code _____ - _____ Country _____

21. Client new principal place of business (if different than line 20)

City _____ State _____ Zip Code _____ - _____ Country _____

22. New General description of client's business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is no longer expected to act as a lobbyist for the client

	First Name	Last Name	Suffix		First Name	Last Name	Suffix
1				3			
2				4			

ISSUE UPDATE

24. General lobbying issue that no longer pertains

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Internet Address:

Name	Address				Principal Place of Business (city and state or country)
	Street Address	State/Province	Zip	Country	
	City				City
					State Country
					City
					State Country

26. Name of each previously reported organization that is no longer affiliated with the registrant or client

1	2	3
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FOREIGN ENTITIES

27. Add the following foreign entities

Name	Address			Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ownership percentage in client
	Street Address	State/Province	Country			
	City			City		%
				State		
				Country		

28. Name of each previously reported foreign entity that no longer owns, or controls, or is affiliated with the registrant, client or affiliated organization

1	3	5
2	4	6

Printed Name and Title Catherine A. Novelli, Vice President Worldwide Government Affairs