



"Surf with Vision"

Eliot I. Bernstein
Founder & Inventor
Direct Dial: (561) 245-8588 (o)
(561) 886-7628 (c)

Sent Via Email: dowling@apple.com

Friday, November 09, 2012

Steve Dowling
Senior Director, Corporate Public Relations at Apple
Apple, Inc. (NASDAQ: AAPL)
Business: (408) 974-1896
Business 2: (408) 996-1010

Re: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Dear Mr. Dowling,

I regret not getting back to you sooner but I had a death in the family, my father, and my response therefore delayed. Per our telephone conversation you initiated on June 26, 2012 with Pat Hanley and me, regarding the domain name containing your name @ www.stevedowling.com¹, I was a bit concerned with some of the statements you made. First off, I was taken aback as to why you had called me regarding claiming the domain name from me and making accusations against the author of the domain, while at the very same time claiming ignorance and stating that you had not read ANY of the materials at the site that you were complaining about. Your whole denial of having NOT read ANY information regarding the website containing your name and how that site relates to the Iviewit Federal RICO and ANTITRUST Lawsuit², which Apple is a named Defendant in,

¹ Exhibit 1 – copy of homepage @ www.stevedowling.com

² Iviewit Amended Complaint
<http://iviewit.tv/CompanyDocs/United%20States%20District%20Court%20Southern%20District%20NY/20080509%20FINAL%20AMENDED%20COMPLAINT%20AND%20RICO%20SIGNED%20COPY%20MED.pdf>, hereby incorporated in entirety by reference herein.

and
Iviewit Motion listing Apple, Inc. as a Defendant @
<http://www.iviewit.tv/20120727%20COURT%20STAMPED%20FINAL%20SIGNED%20Motion%20to%20Remand%20and%20Rehear%20Lawsuit%20after%20Investigations%20of%20the%20New%20York%20Attorney%20General%20415935.pdf> hereby incorporated in entirety by reference herein.

**RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL
COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC.
SHAREHOLDERS AND OTHERS**

while claiming the site was defaming you and the author had a vendetta for you, reeks of untruth and makes the whole call suspect.

One particular statement that confused me was your claim that you had not known that Apple Inc. AAPL (NASDAQ) ("Apple"), Senior Vice President and General Counsel, Bruce Sewell, was directly tied to the information at the website www.stevedowling.com containing your name, as the site has links on the homepage that point to SEC complaints filed against Mr. Sewell while he was at Intel³. Further, your claims that you did not see ANY information regarding the site but then yakked on and on regarding how you were the victim of "harassment" by the author, Crystal Cox at that very site, brings into questions your sanity. What really stinks in that claim of ignorance is that if you had read NOTHING at the website that you complain of, how do you know you are being harassed at that site? How do you know that it does not say you are the cutest man at Apple and deserving of a raise? Whereby if the current new problems we made you aware of regarding Apples massive infringement of my technologies and lawsuit liabilities are successfully resolved, you may very well be?

However, the reclaiming of the domain with your name has now become a far more complicated and serious situation as of our conversation, as it has morphed into a situation where we have communicated serious liabilities regarding Apple to you and you must now act accordingly. After becoming fully aware in our conversation of the following,

1. the criminal and civil lawsuit information regarding Apple and Bruce Sewell posted at the website containing your name,
2. the connection with that website to Bruce Sewell, Chief Counsel of Apple who left Intel shortly after the SEC complaints were filed against him there,
3. the information regarding Sewell's involvement in the Iviewit Federal RICO and ANTITRUST LAWSUIT and,
4. an SEC Complaint naming Sewell,

the liabilities that may stem from this information to Apple and Apple's Shareholders makes your reclaiming that site not the big issue any longer and your focus should instead be on notifying all parties with any liabilities that will result from this information

³ Iviewit SEC Complaint naming Sewell
<http://www.iviewit.tv/CompanyDocs/United%20States%20District%20Court%20Southern%20District%20NY/20090325%20FINAL%20Intel%20SEC%20Complaint%20SIGNED2073.pdf>

**RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL
COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC.
SHAREHOLDERS AND OTHERS**

now disclosed to you. Hopefully, in the time that has passed since our call, you have already taken precursory steps to communicate this information to the appropriate parties.

This knowledge of current and ongoing liabilities to Apple inures large responsibilities for a Director of Apple, especially for the head of Corporate Communications. The information now communicated to you in our conversation and the additional information at the website www.stevedowling.com, now leaves you with legal obligations to report such knowledge of the wrongdoings of Executives of Apple to all the proper authorities and take all internal steps necessary to notify counsel, the board, etc. of the information communicated to you. Communicating this information immediately regarding liabilities stemming from the actions of Senior Vice President and General Counsel, Sewell and Apple's infringement of my technologies, to any/all parties who now incur liabilities from these allegations, such as Apple's Board of Directors, Apple's Auditors, Apple's Shareholders, etc is legally required of you. Presumably, as a Director of Apple, you are an executive of the company with legal and fiduciary responsibilities to Apple's Shareholders, Board of Director and Executive Management and therefore obligated legally to communicate this information, especially where you are centrally involved.

Concerning legal and fiduciary responsibilities, your first breach of them may have already occurred when you refused to get Apple's General Counsel Sewell (or other non-conflicted third party counsel) on the phone to discuss the situation with us. Instead you stated that if we were unwilling to release the domain name www.stevedowling.com to you that we should just forget the whole episode, yet you cannot forget the new civil and criminal information we disclosed to you. Especially after we notified you of Sewell's involvement with an ongoing Federal RICO and ANTITRUST Lawsuit and ONGOING Federal Investigations by the SEC and Mary Shapiro regarding Mr. Sewell directly. Whereby the website with your name contains links to all this information and the blog actually questions your responsibilities to report this information to those with resulting liabilities at the time you issued a press release on Sewell's arrival at Apple.

It is beyond my comprehension or any sane persons, how you can be the Director of Corporate Communication and not want to communicate information that could have massive liabilities to Apple's Shareholders. As I mentioned in our call the liabilities are in the Trillions claimed in the RICO and ANTITRUST Lawsuit and Trillions more in ONGOING Intellectual Property infringements.



**RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL
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Steve, "what we've got here is a failure to communicate"⁴ as Pat Hanley similarly stated in our phone call. To resolve this matter I am going to extend to you until 5pm on November 16, 2012 an opportunity to communicate the information regarding these matters to the proper people at Apple, in order to arrange a meeting with us to discuss these matters more fully with your non-conflicted counsel and my counsel. If I do not have confirmation at that time or you fail to communicate a response, I will proceed with filing an SEC Complaint and other criminal and civil complaints stating that liabilities are being hidden from Apple Shareholders, Auditors, etc. by Directors at Apple, including yourself and Mr. Sewell. This Federal SEC complaint will look much like the one already filed against Intel and Bruce Sewell, while he was with Intel and can be found at the following URL's, hereby incorporated in entirety by reference herein,

<http://iviewit.tv/CompanyDocs/United%20States%20District%20Court%20Southern%20District%20NY/20090325%20FINAL%20Intel%20SEC%20Complaint%20SIGNED2073.pdf>

and

<http://www.free-press-release.com/news-open-letter-to-intel-corp-nasdaq-intc-board-of-directors-intel-shareholders-re-inventor-eliot-bernstein-iviewit-companies-trillion-dollar-ri-1297863660.html> .

Finally Steve, it has come to our attention that recently Mr. Sewell may have been involved recently in an insider trading allegation while at Apple⁵. We want to state that these civil and criminal liabilities noted herein may also have been the basis for Mr. Sewell's trading of stocks and should be reported to all parties with liabilities and any others you feel this pertinent information should be communicated too. I look forward to your timely response. If you have any further questions or need additional information, please feel free to contact me.

⁴ Cool Hand Luke – Novel by Donn Pearce

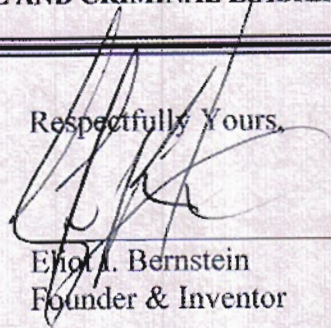
⁵ Exhibit 2 – "Uh-Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock" by Patently Apple
<http://www.patentlyapple.com/patently-apple/2012/11/uh-oh-insider-trading-svp-bruce-sewell-sells-aapl-stock.html>

Steve Dowling
Senior Director, Corporate Public Relations at Apple
Apple, Inc.
Senior Vice President - General Counsel

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COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC.
SHAREHOLDERS AND OTHERS**

Respectfully Yours,



Elliot A. Bernstein
Founder & Inventor

Iviewit Holdings, Inc. – DL
Iviewit Holdings, Inc. – DL
Iviewit Holdings, Inc. – FL
Iviewit Technologies, Inc. – DL
Uview.com, Inc. – DL
Iviewit.com, Inc. – FL
Iviewit.com, Inc. – DL
I.C., Inc. – FL
Iviewit.com LLC – DL
Iviewit LLC – DL
Iviewit Corporation – FL
Iviewit, Inc. – FL
Iviewit, Inc. – DL
Iviewit Corporation

cc/ec:

Bruce Sewell, Senior Vice President and General Counsel, Apple
(408) 974-8530 Facsimile

Enclosure(s)/Attachment(s)/URL's

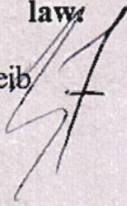
All Uniform Resource Locators (URL's) and the contents of those URL's are incorporated in entirety by reference herein and therefore must be included in your hard copy file WITH ALL EXHIBITS, as part of this correspondence and as further evidentiary material to be Investigated. Due to allegations alleged by New York State Supreme Court Whistleblower Christine C. Anderson and similar claims in the Iviewit RICO & ANTITRUST Lawsuit regarding Document Destruction and Tampering with Official Complaints and Records, PRINT all referenced URL's and their corresponding exhibits and attach them to your hard copy file, as this is now necessary to ensure fair and impartial review.

Iviewit Holdings, Inc./Iviewit Technologies, Inc.
2753 N.W. 34th St. Boca Raton, Florida 33434-3459
(561) 245.8588 (o) / (561) 886.7628 (c) / (561) 245-8644 (f)
iviewit@iviewit.tv - www.iviewit.tv

RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

In order to confirm that **NO DOCUMENT DESTRUCTION OR ALTERCATIONS** have occurred, once complete forward a copy of this correspondence with all exhibits and materials included to, Eliot I. Bernstein at the address listed herein. This will insure that all parties are reviewing the same documentation and no additional illegal activity is taking place. If you, for any reason, are incapable of providing this confirmation copy, please put your reasons for failure to comply in writing and send that to Eliot I. Bernstein at the address listed herein. Note, that this is a request only for a copy of this Correspondence and the referenced materials and **NOT** a request for any Case Investigation information, which may be protected by law.

cmb/ejb



RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL
COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC.
SHAREHOLDERS AND OTHERS

Exhibit 1

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Steve Dowling
Senior Director, Corporate Public Relations at Apple
Apple, Inc.
Senior Vice President - General Counsel

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Friday, November 09, 2012

RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Steve Dowling - Apple (NASDAQ: AAPL) General Counsel (Apple) (Twitter) (LinkedIn) (Facebook)

11/09/12 8:41 PM

<http://intelcorruption.blogspot.com/2011/02/intel-corp-into-press-release-on-mass.html>

<http://intelcorruption.blogspot.com/>

<http://ceopaulotefini.blogspot.com/>

<http://www.docstoc.com/docs/78761711/Jenifer-deWolf-Paine---Allen-Fagin-Proskauer-Rose-LLP>

Steve Dowling, of Apple, AAPL - Apple Inc. recently spoke with one of the iViewit Technology Inventors, and Founder of iViewit Technologies. Steve Dowling fails to disclose to Apple, AAPL - Apple Inc., this Massive Liability, and Apple, AAPL - Apple Inc. continues to knowingly infringe on the iViewit Video Technology.

More Regarding Steve Dowling, of Apple, AAPL - Apple Inc. Failing to Disclose.

<http://www.stevedowling.com/2012/10/aapl-apple-inc-nasdaq-bruce-sewell-and.html>

<http://www.stevedowling.com/>

Find Out for Yourself, the Massive Shareholder, Bondholder Liability that Apple, AAPL - Apple Inc. Faces over the Knowing Infringement of the iViewit Video Technology. Take a Look at the information and documents linked below.

iViewit Patent Filings

<http://www.iViewit.tv/#USPTOFILINGS>

iViewit US District Court Documents

<http://www.iViewit.tv/#USDC>

iViewit US Court of Appeals Documents

<http://www.iViewit.tv/#USCA>

iViewit Technology Evidence List

<http://www.iViewit.tv/#Evidence>

iViewit SEC Complaint regarding the iViewit Technology

<http://iViewit.tv/CompanyDocs/20100206%20FINAL%20SEC%20FB%20and%20more%20COMPLAINT%20Against%20Warner%20Bros%20Time%20Warner%20AOL176238nscolofow.pdf>

Investigative Blogger Crystal L. Cox is Dedicated to Exposing ATT and Wayne Watts in regard to the iViewit Video Technology Infringement.

More at

<http://www.brucesewell.net/>

Posted by Crystal L. Cox at 8:08 PM No comments:

15 Recommend this on Google+

AAPL Major Holders - Steve Dowling and Bruce Sewell Know of Massive Liability and FAIL to Disclose to Shareholders.

Holder	Shares	Percentage
Apple Inc.	1,150,000,000	100%
Apple Inc.	1,150,000,000	100%
Apple Inc.	1,150,000,000	100%
Apple Inc.	1,150,000,000	100%
Apple Inc.	1,150,000,000	100%
Apple Inc.	1,150,000,000	100%
Apple Inc.	1,150,000,000	100%
Apple Inc.	1,150,000,000	100%
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Steve Dowling - Apple PR Lead Steve Dowling is Hiring a 13 Trillion Dollar General Counsel

11/9/12 8:44 PM

Contact APPLE Now and Demand To Know What is Going On

Investigative Blogger Crystal L. Cox encourages all AAPL - Apple Inc. (NASDAQ) Stockholders, Shareholders to contact Bruce Sewell Apple General Counsel, Steve Dowling Apple PR, Peter Oppenheimer Apple, Scott Forstall Apple, Philip W. Schiller - Phil Schiller APPLE and DEMAND to know what is Going on Regarding the Known IViewit Technology Infringement that will Cost AAPL - Apple Inc. (NASDAQ) Shareholders Billions.

Posted by Crystal L. Cox at 1:21 AM No comments:

15. Recommend this on Google

Tuesday, October 2, 2012

Why Does Reuters Come to my IViewit Blogs so Often and NOT Report on a 13 Trillion Dollar Technology Infringement by Apple, Intel, Sony and Others?

Visitor Analysis & System Specs Multiline URLs

Referring URL: www.google.com/url?sa=t&ct=js&e=6&src=8&source=web&cd=9&ved=0CEQFJA1&url=http%3A%2F%2Fwww.stevedowling.com%2F&ei=AVYrUK2ZfePy0pht04DYAg&sig=AFQJCN9_Q-vcXnLXqBKUsHUXBK1tvz2Q

Host Name:		Browser:	Chrome 22.0
IP Address:	167.206.189.6 [Label IP Address]	Operating System:	WinXP
Location:	Hempstead, New York, United States	Resolution:	1280x1024
Returning Visits:	0	Javascript:	Enabled
Visit Length:	Not Applicable	ISP:	Reuters Information Technology

Navigation Path

Date	Time	WebPage	<input checked="" type="checkbox"/> Multiline URLs
2 Oct	13:56:47	www.stevedowling.com/	

Posted by Crystal L. Cox at 6:19 PM No comments:

15. Recommend this on Google

Labels: Reuters Information Technology, Web Stats

Intel Corp, INTC Refuse to Disclose Massive Shareholder Liability over the Stolen IViewit Technology. INTC, Intel Corp.

Continue to Use the IViewit Technology. Bruce Sewell, former Intel General Counsel is Now the General Counsel at Apple and Knowingly Using the IViewit Technology at Apple as Well.

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iviewit@iviewit.tv - www.iviewit.tv

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Steve Dowling - Apple PR's dirty little secret is a link to a 15 minute video about the theft

THURSDAY PM

Date	Time	WebPage
2 Oct	07:55:15	www.praetofcorruption.com/2011/02/intel-corp-a-appointed-vice-presidents.html www.investigativellogger.com/2011/02/open-letter-to-intel-corp-board-of.html

More on the Iviewit Technology Theft

<http://www.deniedpatent.com/>

<http://www.iviewit.tv>

Posted by Crystal L. Cox at 11:36 AM No comments:

[Recommended Sites on Google](#)

Munday, September 24, 2012

"Apple PR's dirty little secret"

"Apple's public relations department is notoriously tight-lipped and only responds to a limited subset of the mainstream media, and usually only the outlets that write positive things about its products. If you dare to write an unflattering piece about Apple or -- heaven forbid -- post a rumor you're almost guaranteed to lose your access to Apple."

I know this firsthand because I'm the poster child of Apple's PR blacklist. (I was part of a precedent-setting legal case with Apple in 2005, which I won on appeal in 2007 -- thanks to the Electronic Frontier Foundation.) Say what you will about my work, but I call 'em like I see 'em. I write good things about Apple, I write bad things about Apple and I also publish rumors when I believe that they're credible or plausible.

I write about things that I find interesting and about topics that will benefit my readers. Sometimes Apple likes what I write other times it doesn't. Apple and I have classic love/hate relationship."

Source and Full Jason O'Grady Article

<http://www.zdnet.com/blog/apple/apple-prs-dirty-little-secret/12291>

Posted by Crystal L. Cox at 12:01 AM No comments:

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Apple PR's dirty little secret is a link to a 15 minute video about the theft

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Steve Dowling
Senior Director, Corporate Public Relations at Apple
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Senior Vice President - General Counsel

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Steve Dowling - Apple PR Contact Email (This email address is hidden from public view)

11/09/2012

Why Does Reuters Come to my IViewit Blogs so Often...
Intel Corp. INTC Refuse to Disclose Massive Shareh...

- September (5)
- July (3)
- 2011 (4)
- 2010 (5)

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Exhibit 2

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RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Uh-Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock - Patently Apple

11/8/12 6:48 AM

Patently Apple

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Givology
give to learn, learn to give



November 03, 2012

Uh-Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock

Bruce Sewell

Senior Vice President and General Counsel

Bruce Sewell is Apple's general counsel and senior vice president of Legal and Government Affairs, reporting to Apple's CEO. Sewell serves on the company's executive team and oversees all legal matters, including corporate governance, intellectual property, litigation and securities compliance, as well as government affairs.

Sewell joined Apple from Intel Corporation in September 2009. At Intel, he was responsible for leading all of Intel's legal, corporate affairs and corporate social responsibility programs, managing attorneys and policy professionals located in over 30 countries around the world. He joined Intel in 1995 as a senior attorney assigned to counsel various business groups



In October 2011 Businessweek called Bruce Sewell the "Protector of Jobs's Vision." If Steve Jobs was the creative force that made Apple Inc.'s products hip, General Counsel Bruce Sewell was the authority in keeping competitors from copying those ideas. Late yesterday, an insider trading SEC Form 4 was filed showing that Sewell apparently sold half of his stock. On Thursday, the UK court of appeal had recommended Apple over the wording of their statement of apology to shareholders on their UK homepage. The court had ordered Apple to "change the wording of the statement within 48 hours and our report shows you Apple's revised statement is the timing of Sewell's SEC

<http://www.patentlyapple.com/news/2012/11/08/uh-oh-insider-trading-svp-legal-bruce-sewell-sells-aapl-stock/>

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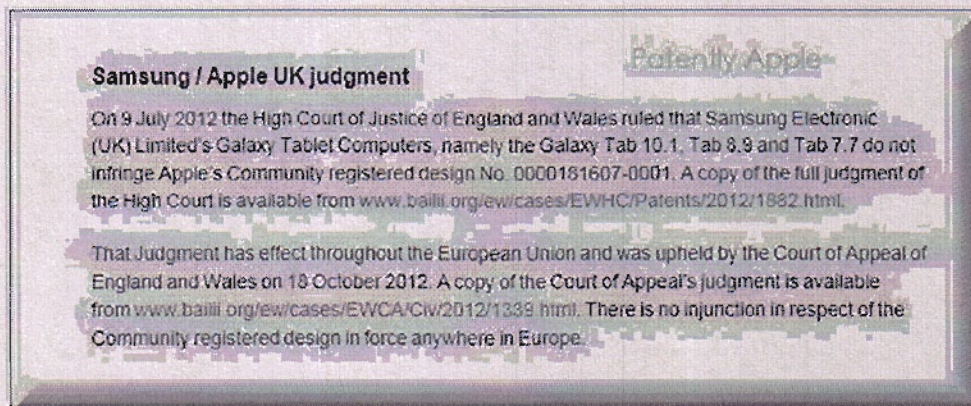
RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Uh: Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock - Potentially Apple

11/8/12 8:18 AM

filing a sign of trouble within Apple's Legal team? Time will tell.

Apple's Revised UK Website Statement



The bottom of Apple's UK Homepage has also been revised this morning.

Insider Trading SEC Form 4 for Bruce Sewell

RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Uh Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock - PatentlyApple

11/8/12 8:48AM

FORM 4

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

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

OMB APPROVAL
 OMB Number: 3235-0287
 Estimated average burden hours per response... 0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person(s) SEWELL D BRUCE <small>(Last) (First) (Middle)</small>		2. Issuer Name and Ticker or Trading Symbol APPLE INC [AAPL]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) SVP, Gen'l Counsel Secretary	
3. Date of Earliest Transaction (mm/dd/yyyy) 11/1/2012		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Filing by One Reporting Person <input type="checkbox"/> Filing by More than One Reporting Person			
4. If Amendment, Date Original Filed (mm/dd/yyyy)		7. Individual or Joint/Group Filing (Check Applicable Line)			
1 INFINITE LOOP <small>(Street)</small> CUPERTINO, CA 95014 <small>(City) (State) (Zip)</small>					

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 3)		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)
			Code	V	Amount	Price			
Common Stock	11/1/2012		S	1	5137	0	8600.00	5136	D

Table II - Derivative Securities 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. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 3)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s)	10. Ownership Form Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
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The SEC Form 4 illustrates that Sewell has sold 5,137 shares or half of his holdings of AAPL stock. The sell codes are "S" and "D." To better understand the codes, see SEC Form 4: Transaction Codes.

Those wishing to keep track of Apple insider trading for historical trends or for interest sake could do so by checking out this site. Whether Sewell's sale of Apple's stock has any particular meaning, is just bad timing to legal events that occurred this past week or is simply a routine trading trend is unknown at this time.

http://www.patentlyapple.com/patentlyapple/2012/11/08/uh-oh-insider-trading-svp-legal-bruce-sewell-sells-aapl-stock-11/

**RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL
COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC.
SHAREHOLDERS AND OTHERS**

Uh Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock - PatentlyApple

11/8/12 8:48 AM

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Posted by [Jack Purcher](#) in [3. Patently Legal](#) | [Permalink](#)

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Comments

PatchyThePirate said...

So Sewell sells a bunch of stock after a very significant drop in AAPL, and you cry foul?

[Reply November 03, 2012 at 10:39 AM](#)

[Jack Purcher](#) said in reply to PatchyThePirate...

Who mentioned a drop in Apple's stock? The context of the report is Apple Legal being in a bad light this week and Sewell selling half his stock in the same week. In Q3 Forstall sold off his stock and we know what just happened.

[Reply November 03, 2012 at 10:46 AM](#)

Shwing said in reply to [Jack Purcher](#)...

It doesn't seem like Forstall planned leaving that far in advance. Just doesn't seem like Forstall to want to give up his position. He was shown the door, and more than likely recently. The selling of his stock probably is irrelevant, although it was a little odd.

[Reply November 04, 2012 at 11:09 PM](#)

[Jack Purcher](#) said in reply to Shwing...

No one in Forstall's position sells all of his stock without a calculated reason. If you've ever worked in a large company, Shwing, then you'd know that when the tide turns against you and the knives come out, it's just a matter of time - and you know it well before its official.

Sorry, I'm not listening to Apple's side of the story like you are Shwing. The negative leaks about Forstall after Apple fired him are so over the top and unfair that I've lost some respect for Cook.

Until we're able to hear Forstall's side of things, all I'm hearing are his so-called one-time colleagues venting about Forstall. It's political and should have been kept quiet. Cook allowing executives to vent publically under "sources said" crap and it's wrong.

[Reply November 05, 2012 at 05:33 AM](#)

Larry Vandemeer said in reply to PatchyThePirate...

Drop? What drop?? Wait till \$400s to call it a drop... it's coming.

Really, I'm not listening to Apple's side of the story like you are Shwing. The negative leaks about Forstall after Apple fired him are so over the top and unfair that I've lost some respect for Cook.

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Uh Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock - Patently Apple

11/8/12 8:48 AM

(You can use HTML tags like <i> and <u> to style your text. URLs automatically linked.)

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