

## Client Information

Client Name	Apple Inc.
Business Address	c/o Nielsen, Merksamer, et al., 2350 Kerner Blvd., Ste. 250, San Rafael, CA 94901 United States of America
Client P.O. Name	Lim, Darrin
Business Phone	(415) 389-6800
Business Email	BLOCKED_EMAIL

## Lobbyist Entities

### Lobbyist Entity # 1

Lobbyist Entity's Name	Apple Inc.
Lobbyist Entity's Business Phone	(415) 389-6800
Lobbyist Entity's Business Address	c/o Nielsen, Merksamer, et al., 2350 Kerner Blvd., Ste. 250, San Rafael, CA 94901 United States of America

### Compensation Paid or Owed to Apple Inc.

Compensation Paid or Owed During the Calendar Year	\$29,774.22
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### Client Expenses Reimbursed to Apple Inc.

Total of Aggregate Expenses \$75.00 or less	\$1,225.56
Are there expenses greater than \$75.00?	YES

### Itemized Expenses

#### Itemized Expense # 1

Paid to	Apple Inc.
Purpose	Please see periodic report 6 for full itemization
Amount	\$5,697.75

## 2010 Amended Client Annual Report for Apple Inc.

Itemized Expense Total \$5,697.75

### Lobbying Activities

#### Activity # 1

Subject Category Education Technology

Subject Details iTeach/iLearn Program;  
Reso A Capital Funding;  
Instructional Materials Aid;  
Instructional Materials Aid Consolidation;  
Digital Textbooks;  
Digital Learning;  
IT/Procurement

Target	Office/Department	Contact Name
NYC Department of Education		Klien, Joel Lai, Bruce Brodheim, Ted Speiller, Lenny Eisan, Wini Ross, David McBride, Jim Betheil, Greg Gordon, Graham Tang, Ling Lasher, Micah
Office of Management & Budget (OMB)		Page, Mike Angelo, Larian Mogalinski, Roy Ulrey, Scott
NYC Council Members - Staff	Quinn, Christine - District No. 3	Rodus, Jeff Martinez, Ramon
Office of The Mayor (OTM)	Mayor	Guerrier, Martine

#### Activity # 2

Subject Category Education, Retail & General Matters

Subject Details State Funding

Target	Office/Department	Contact Name
Borough President - Manhattan		Gilligo, Alaina Khahn, Shaan
NYC Council Members - Staff	Quinn, Christine - District No. 3	Popa, Laura Newman, Rob

## CERTIFICATION

I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void.

Principal Officer Name	Lim, Darrin
Principal Officer Email	BLOCKED_EMAIL
Certification Date	04/06/2011 19:05

## ELECTRONIC SIGNATURE

Darrin Lim was required to indicate acceptance of the representations made in the following statement by entering his or her password used to access the E-Lobbyist, New York City Lobbyist Filing System and pressing the Submit button to affix his or her electronic signature and file the report with the Office of City Clerk - City of New York.

"I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void."