

2011 P2 Client Periodic Report

Lobbyist Name: The Roffe Group P.C.

Client Name: Apple Inc.

Lobbyist Information

Principal Officer Name Roffe, Andrew

Principal Officer Title President

Principal Officer Email BLOCKED_EMAIL

Principal Officer Phone (518) 432-7841

Lobbyist Business Name The Roffe Group P.C.

Lobbyist Business Address 111 Washington Avenue, Third Floor, Albany, NY 12210
United States of America

Lobbyist Business Phone (518) 432-7841

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

Employee(s) Lobbying for Client

Employee # 1

Employee's Name Barkin, Joel

Employee's Work Address 111 Washington Avenue, Third Floor, Albany, NY 12210
United States of America

Employee's Work Phone (518) 432-7841

Employee # 2

Employee's Name Casellini, John

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Employee's Work Address

111 Washington Avenue, Third Floor, Albany, NY 12210
United States of America

Employee's Work Phone

(518) 432-7841

Lobbying Activities

Activity # 1

Subject Category

Policing

Subject Details

Policing of Apple Stores

Target	Office/Department	Contact Name
Office of The Mayor (OTM)	State Legislative Affairs	Lasher, Micah

Activity # 2

Subject Category

Promotional

Subject Details

Regarding an event in an Apple Store

Target	Office/Department	Contact Name
Borough President - Manhattan		Stringer, Scott

Activity # 3

Subject Category

General

Subject Details

General discussion on Apple Issues

Target	Office/Department	Contact Name
NYC Council Members	Viverito, Melissa - District No. 8	

Summary of Compensation

Total Compensation Paid or Owed for Current Period \$16,000.00

Lobbying Expenses

Aggregate of all expenses for salaries of support staff \$0.00

Total of Aggregate Expenses \$75.00 or less \$0.00

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Are there expenses greater than \$75.00?	No
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Itemized Expense Total	\$0.00
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Total Expenses for Current Period	\$0.00
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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	Roffe, Andrew
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Principal Officer Email	BLOCKED_EMAIL
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Certification Date	05/13/2011 15:06
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ELECTRONIC SIGNATURE

Andrew Roffe 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."