

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	The Roffe Group P.C.
Lobbyist Entity's Business Phone	(518) 432-7841
Lobbyist Entity's Business Address	111 Washington Avenue, Third Floor, Albany, NY 12210 United States of America

Compensation Paid or Owed to The Roffe Group P.C.

Compensation Paid or Owed During the Calendar Year	\$103,500
--	-----------

Client Expenses Reimbursed to The Roffe Group P.C.

Total of Aggregate Expenses \$75.00 or less	\$0.00
Are there expenses greater than \$75.00?	No

Lobbying Activities

Activity # 1

Subject Category	Budget
------------------	--------

Subject Details	Technology in Education
-----------------	-------------------------

Target	Office/Department	Contact Name
NYC Council Members	Brewer, Gale - District No. 6 Chin, Margaret - District No. 1 Rivera, Joel - District No. 15	

2012 Client Annual Report for Apple Inc.

Activity # 2

Subject Category Education and Technology

Subject Details General Discussion on Apple Inc. & Education

Target	Office/Department	Contact Name
Education, Department of		Marlin, Carrie

Activity # 3

Subject Category General Education

Subject Details Education & Technology

Target	Office/Department	Contact Name
NYC Council Members	Arroyo, Maria del Carmen - District No. 17 Cabrera, Fernando - District No. 14 Bramer, James Van - District No. 26	
NYC Council Members - Staff	Cabrera, Fernando - District No. 14	Faulkner, Greg

Lobbyist Entity # 2

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 \$26,813.65

Client Expenses Reimbursed to Apple Inc.

Total of Aggregate Expenses \$75.00 or less \$54.27

Are there expenses greater than \$75.00? No

Lobbying Activities

Activity # 1

Subject Category Procurement

2012 Client Annual Report for Apple Inc.

Subject Details

Education Technology

Target	Office/Department	Contact Name
Education, Department of		Tan, Ling Lo, Pat
Attaches of the Council		Poreda Ryan, Regina

Activity # 2

Subject Category

Education Technology

Subject Details

Digital Technology, Personalized Learning Systems (PLS)

Target	Office/Department	Contact Name
Education, Department of		Cheng, Alan
NYC Council Members	Brewer, Gale - District No. 6 Chin, Margaret - District No. 1 Rivera, Joel - District No. 15	

Activity # 3

Subject Category

Budget

Subject Details

Resolution A of FY 2013 Budget - Education Technology Funding

Target	Office/Department	Contact Name
NYC Council Members	Garodnick, Daniel - District No. 4	

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	01/15/2013 18:13

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."