

FORM 4

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

OMB APPROVAL
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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

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

(Print or Type Responses)

1. Name and Address of Reporting Person* KEITEL WILLIAM E <small>(Last) (First) (Middle)</small> 5775 MOREHOUSE DR. <small>(Street)</small> SAN DIEGO, CA 92121-1714 <small>(City) (State) (Zip)</small>	2. Issuer Name and Ticker or Trading Symbol QUALCOMM INC/DE [QCOM] 3. Date of Earliest Transaction (Month/Day/Year) 03/05/2013 4. If Amendment, Date Original Filed(Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <small>Director _____ 10% Owner _____</small> <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) EVP & Chief Financial Officer 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		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	(A) or (D)	Price			
Common Stock	03/05/2013		M		37,412.00	A	\$ 44.75	85,408	D	
Common Stock	03/05/2013		S(1)		37,412.00	D	\$ 67.75	47,996	D	
Common Stock	03/05/2013		M		31,250.00	A	\$ 35.66	79,246	D	
Common Stock	03/05/2013		S(1)		31,250.00	D	\$ 67.75	47,996	D	
Common Stock	03/05/2013		M		12,500.00	A	\$ 37.29	60,496	D	
Common Stock	03/05/2013		S(1)		12,500.00	D	\$ 67.75	47,996 (2)	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or 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. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Non-Qualified Stock Option (right to buy)	\$ 35.66	03/05/2013		M		31,250.00	(3)	11/06/2018	Common Stock	31,250	\$ 0	56,250	D	
Non-Qualified Stock Option (right to buy)	\$ 37.29	03/05/2013		M		12,500.00	(3)	11/11/2017	Common Stock	12,500	\$ 0	1,667	D	

Non-Qualified Stock Option (right to buy)	\$ 44.75	03/05/2013		M			37,412.00	(3)	11/08/2019	Common Stock	37,412	\$ 0	37,764	D
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KEITEL WILLIAM E 5775 MOREHOUSE DR. SAN DIEGO, CA 92121-1714			EVP & Chief Financial Officer	

Signatures

By: Noreen E. Burns, Attorney-in-Fact For: William E. Keitel		03/07/2013
<small>**Signature of Reporting Person</small>		<small>Date</small>

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The transaction was conducted under a 10b5-1 Plan, as defined under the Securities Exchange Act of 1934, as amended.

(2) Includes 210 shares acquired under the Company's Employee Stock Purchase Plan on January 31, 2013.

(3) The options vest 10% on the six month anniversary of the date of grant and the remaining balance vests monthly thereafter. The option is fully vested five years after the date of grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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