

CONWAY JILL K  
Form 4  
October 08, 2010

**FORM 4**

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

OMB APPROVAL

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
CONWAY JILL K

(Last) (First) (Middle)

ONE BOWERMAN DRIVE

(Street)

BEAVERTON, OR 97005

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
NIKE INC [NKE]

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/07/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Class B Common Stock	10/07/2010 <sup>(1)</sup>		M		8,000 A \$ 38.28	8,000	D
Class B Common Stock	10/07/2010		S		8,000 D \$ 80.8	0	D
Class B Common Stock	10/07/2010 <sup>(1)</sup>		M		8,000 A \$ 40.475	8,000	D
Class B Common Stock	10/07/2010		S		8,000 D \$ 80.8	0	D

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Class B Common Stock	20,889	I	by Conway Trust <sup>(2)</sup>
Class B Common Stock	9,329	I	by Def. Comp. Plan <sup>(3)</sup>

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**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 Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 38.28	10/07/2010		M	8,000	<sup>(4)</sup> 09/20/2014	Class B Common Stock	8,000
Non-Qualified Stock Option (right to buy)	\$ 40.475	10/07/2010		M	8,000	<sup>(5)</sup> 09/23/2015	Class B Common Stock	8,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CONWAY JILL K ONE BOWERMAN DRIVE BEAVERTON, OR 97005		X		

## Signatures

By: John F. Coburn III For: Jill K.  
Conway

10/08/2010

\_\_Signature of Reporting Person

Date

## 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).  
Pursuant to Company policy, market sales of Company stock by officers and directors are permitted only after the second full trading day  
(1) after the release of quarterly earnings and ending on the last day of the second month of the following fiscal quarter, except pursuant to approved 10b5-1 trading plans.  
(2) Jill K. Conway and Mark A. Leahy Trustees of Jill K. Conway Trust.  
(3) Shares held in account under the NIKE, Inc . Deferred Compensation Plan.  
(4) Option granted on 9/20/2004 and becomes exercisable with respect to 100% of the shares on the first anniversary of the date of the grant.  
(5) Option granted on 9/23/2005 and becomes exercisable with respect to 100% of the shares on the date of the first annual meeting of shareholders of the Company held after the Grant Date.

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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