#### BLAIR DONALD W

Form 4

September 22, 2010

### FORM 4

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

OMB Number: 3235-0287

Estimated average

Check this box if no longer subject to Section 16.

# STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Expires: January 31, 2005

0.5

**OMB APPROVAL** 

Form 4 or Form 5 obligations may continue.

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

burden hours per response...

See Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Pers	son

2. Issuer Name **and** Ticker or Trading

5. Relationship of Reporting Person(s) to Issuer

BLAIR DONALD W

Symbol NIKE INC [NKE]

(Middle)

(Check all applicable)

(Last) (First)

3. Date of Earliest Transaction

\_\_\_ Director \_\_\_\_\_ 10% Owner

VP & CFO

ONE BOWERMAN DRIVE

(Month/Day/Year) 09/20/2010

\_\_X\_ Officer (give title \_\_\_\_ Other (specify below)

(Street)

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

6. Individual or Joint/Group Filing(Check

Year) Applicable Line)
\_X\_ Form filed by One Reporting Person

BEAVERTON, OR 97005

\_\_\_ Form filed by More than One Reporting
Person

Person

(City)	(State)	(Zip) Tab	le I - Non-	Derivative	e Secu	rities Acc	quired, Disposed	of, or Benefic	ially Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	4. Securion(A) or D (Instr. 3,	ispose 4 and (A) or	d of (D) 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)
Class B Common Stock	09/20/2010(1)		Code V M	5,000	(D)	Price \$ 21.18	72,099	D	
Class B Common Stock	09/20/2010		S	5,000	D	\$ 78	67,099	D	
Class B Common Stock	09/20/2010(1)		M	3,100	A	\$ 21.18	70,199	D	
Class B Common	09/20/2010		S	3,100	D	\$ 77.95	67,099	D	

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Stock							
Class B Common Stock	09/20/2010(1)	M	100	A	\$ 21.18	67,199	D
Class B Common Stock	09/20/2010	S	100	D	\$ 77.65	67,099	D
Class B Common Stock	09/20/2010(1)	M	100	A	\$ 21.18	67,199	D
Class B Common Stock	09/20/2010	S	100	D	\$ 77.64	67,099	D
Class B Common Stock	09/20/2010(1)	M	4,200	A	\$ 21.18	71,299	D
Class B Common Stock	09/20/2010	S	4,200	D	\$ 77.97	67,099	D
Class B Common Stock	09/20/2010(1)	M	900	A	\$ 21.18	67,999	D
Class B Common Stock	09/20/2010	S	900	D	\$ 77.68	67,099	D
Class B Common Stock	09/20/2010(1)	M	100	A	\$ 21.18	67,199	D
Class B Common Stock	09/20/2010	S	100	D	\$ 77.72	67,099	D
Class B Common Stock	09/20/2010(1)	M	300	A	\$ 21.18	67,399	D
Class B Common Stock	09/20/2010	S	300	D	\$ 77.7	67,099	D
Class B Common Stock	09/20/2010(1)	M	700	A	\$ 21.18	67,799	D
Class B Common Stock	09/20/2010	S	700	D	\$ 77.98	67,099	D

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Class B Common Stock	09/20/2010 <u>(1)</u>	M	300	A	\$ 21.18	67,399	D	
Class B Common Stock	09/20/2010	S	300	D	\$ 77.66	67,099	D	
Class B Common Stock	09/20/2010(1)	M	100	A	\$ 21.18	67,199	D	
Class B Common Stock	09/20/2010	S	100	D	\$ 77.69	67,099	D	
Class B Common Stock	09/20/2010(1)	M	100	A	\$ 21.18	67,199	D	
Class B Common Stock	09/20/2010	S	100	D	\$ 77.71	67,099	D	
Class B Common Stock						4,944	I	by ESPP (2)
Class B Common Stock						2,161	I	by Retirement Plan (3)

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.

SEC 1474

(9-02)

 $\label{thm:convergence} \begin{tabular}{ll} Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned \\ (e.g., puts, calls, warrants, options, convertible securities) \end{tabular}$ 

1. Title of Derivative Security (Instr. 3)		` '	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amour Underlying Securit (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amo or Num of Sh
Non-Qualified Stock Option	\$ 21.18	09/20/2010		M	5,000	<u>(4)</u>	07/12/2011	Class B Common	5,0

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 (right to buy)
 Stock

 Non-Qualified
 Class B

 Stock Option \$ 21.18 09/20/2010
 M 10,000 (4) 07/12/2011
 O7/12/2011
 Common 10,000 (7) Common 10,

# **Reporting Owners**

Reporting Owner Name / Address

Director 10% Owner Officer Other

BLAIR DONALD W

ONE BOWERMAN DRIVE
BEAVERTON, OR 97005

### **Signatures**

By: John F. Coburn III For: Donald W.

8 09/22/2010

\*\*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).
- Exercise and sale pursuant to an approved 10b5-1 trading plan. Pursuant to Company policy, market sales of Company stock by officers (1) and directors are permitted only after the second full trading day after the public 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) Shares held in account under NIKE, Inc. Employee Stock Purchase Plan.
- (3) Shares held in account under the NIKE, Inc. 401(k) and Profit Sharing Plan.
- (4) Option granted on 7/12/2001 and becomes exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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