## Edgar Filing: NIKE INC - Form 4

NIKE INC Form 4											
March 23, 2									OMB /	APPROVAL	
FORM	VI 4 UNITED	STATES					NGE C	OMMISSION	OMB	3235-0287	
Check t	his box		Wa	ashingtoi	n, D.C. 20	0549			Number:	January 31,	
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 O 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 Sect 30(h) of the Investment Company Act of 1940							e Act of 1934, 1935 or Sectio	Expires. 2005 Estimated average burden hours per response 0.5			
(Print or Type	Responses)										
BLAIR DONALD W Symbol				uer Name <b>and</b> Ticker or Trading 1 2 INC [NKE]				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (	Middle)	3. Date	of Earliest	Transaction	l		(Cnec	k all applicab	ne)	
				h/Day/Year) )/2015				Director 10% Owner X Officer (give title Other (specify below) below) EVP & CFO			
DEAVED	(Street)			nendment, I onth/Day/Ye	Date Origina ar)	al		6. Individual or Jo Applicable Line) _X_ Form filed by 0 Form filed by M	One Reporting	Person	
(City)	(State)	(Zip)						Person			
	(State)	(Zip)	Tal	ble I - Non-	-Derivative	e Secu	rities Acqu	uired, Disposed of	, or Benefici	ally Owned	
1.Title of Security (Instr. 3)	2. Transaction Date 2A. Deemed (Month/Day/Year) Execution Date, if any (Month/Day/Year)			(A) or				Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Class B				Code V	Amount	(D)	Price	· · · ·			
Common Stock	03/20/2015(1)			М	50,000	А	\$ 26.22	257,420	D		
Class B Common Stock	03/20/2015 <u>(1)</u>			S	50,000	D	\$ 102.68	207,420	D		
Class B Common Stock								4,864	I	by ESPP (2)	
Class B Common								5,773	Ι	by Retirement	

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#### Stock

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.

# 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. Transactio Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration Date		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 (right to buy)	\$ 26.22	03/20/2015 <u>(1)</u>		М	50,000	<u>(4)</u>	07/17/2019	Class B Common Stock	50,0

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
BLAIR DONALD W ONE BOWERMAN DRIVE BEAVERTON, OR 97005			EVP & CFO				
Signatures							
By: Evan S. Reynolds For: Dor Blair	nald W.	03.	/23/2015				

# **Explanation of Responses:**

\*\*Signature of Reporting Person

- \* 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).

Date

- Exercise and sale was pursuant to an approved 10b5-1 trading plan. Pursuant to Company policy, market transactions in Company stock
   (1) by officers 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.

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(4) Option granted on 07/17/2009 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.