

JACKSON JEANNE P  
Form 4  
October 06, 2009

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
JACKSON JEANNE P

(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)  
10/05/2009

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)

President-Direct to Consumer

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D) Price		
Class B Common Stock	10/05/2009 <sup>(1)</sup>		X		2,000 A \$ 20.85	24,779	D
Class B Common Stock	10/05/2009		S		2,000 D \$ 62.28	22,779	D
Class B Common Stock	10/05/2009		X		8,000 A \$ 30.64	30,779	D
Class B Common	10/05/2009		S		300 D \$ 62.3	30,479	D

Edgar Filing: JACKSON JEANNE P - Form 4

Stock									
Class B Common Stock	10/05/2009		S	400	D	\$ 62.29	30,079	D	
Class B Common Stock	10/05/2009		S	800	D	\$ 62.28	29,279	D	
Class B Common Stock	10/05/2009		S	3,100	D	\$ 62.25	26,179	D	
Class B Common Stock	10/05/2009		S	2,400	D	\$ 62.27	23,779	D	
Class B Common Stock	10/05/2009		S	1,000	D	\$ 62.24	22,779	D	
Class B Common Stock	10/05/2009		X	10,000	A	\$ 21.13	32,779	D	
Class B Common Stock	10/05/2009		S	100	D	\$ 62.24	32,679	D	
Class B Common Stock	10/05/2009		S	4,800	D	\$ 62.26	27,879	D	
Class B Common Stock	10/05/2009		S	5,100	D	\$ 62.3	22,779	D	
Class B Common Stock							175	I	by Retirement Plan

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)

**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	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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount Underlying Security (Instr. 3 and 4)
---	--	---	---	--------------------------------------	--	--	--

Edgar Filing: JACKSON JEANNE P - Form 4

Security			(D) (Instr. 3, 4, and 5)		Date Exercisable	Expiration Date	Title	Amo or Num of Sh
			Code	V (A) (D)				
Non-Qualified Stock Option (right to buy)	\$ 20.85	10/05/2009	X	2,000	<u>(2)</u>	09/18/2012	Class B Common Stock	2,0
Non-Qualified Stock Option (right to buy)	\$ 21.13	10/05/2009	X	10,000	<u>(3)</u>	11/16/2011	Class B Common Stock	10,0
Non-Qualified Stock Option (right to buy)	\$ 30.64	10/05/2009	X	8,000	<u>(4)</u>	09/23/2013	Class B Common Stock	8,0

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JACKSON JEANNE P ONE BOWERMAN DRIVE BEAVERTON, OR 97005			President-Direct to Consumer	

## Signatures

By: John F. Coburn III For: Jeanne P.  
Jackson

10/06/2009

\_\_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) Option granted on 9/18/2002 and became exercisable with respect to 100% of the shares on the first anniversary of the date of the grant.
  - (3) Option granted on 11/16/2001 and became exercisable with respect to 100% of the shares on the first anniversary of the date of the grant.
  - (4) Option granted on 9/23/2003 and became exercisable with respect to 100% of the shares on the first anniversary 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.