

BLAIR DONALD W  
Form 4  
September 22, 2010

**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, 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 \*  
BLAIR DONALD W

(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)  
09/20/2010

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)  
VP & CFO

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	09/20/2010 <sup>(1)</sup>		M		5,000	A	\$ 21.18
Class B Common Stock	09/20/2010		S		5,000	D	\$ 78
Class B Common Stock	09/20/2010 <sup>(1)</sup>		M		3,100	A	\$ 21.18
Class B Common	09/20/2010		S		3,100	D	\$ 77.95

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Stock							
Class B Common Stock	09/20/2010 <sup>(1)</sup>	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 <sup>(1)</sup>	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 <sup>(1)</sup>	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 <sup>(1)</sup>	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 <sup>(1)</sup>	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 <sup>(1)</sup>	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 <sup>(1)</sup>	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 <sup>(1)</sup>	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 <sup>(1)</sup>	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 <sup>(1)</sup>	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 <sup>(2)</sup>
Class B Common Stock						2,161	I	by Retirement Plan <sup>(3)</sup>

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 Underlying Security (Instr. 3 and 4)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option	\$ 21.18	09/20/2010		M	5,000	<sup>(4)</sup>	07/12/2011	Class B Common	5,000

