

NIKE INC
Reported by
HELFANT ADAM S

FORM 3
(Initial Statement of Beneficial Ownership)

Filed 08/10/04 for the Period Ending 08/01/04

Address	ONE BOWERMAN DR BEAVERTON, OR 97005-6453
Telephone	5036713173
CIK	0000320187
Symbol	NKE
SIC Code	3021 - Rubber and Plastics Footwear
Industry	Footwear
Sector	Consumer Cyclical
Fiscal Year	05/31

FORM 3

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

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INITIAL STATEMENT OF 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

1. Name and Address of Reporting Person *	2. Date of Event Requiring Statement (MM/DD/YYYY)	3. Issuer Name and Ticker or Trading Symbol
Helfant Adam S	8/1/2004	NIKE INC [NKE]
(Last) (First) (Middle) ONE BOWERMAN DRIVE	4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Vice President /	
(Street) BEAVERTON, OR 97005	5. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
(City) (State) (Zip)		

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class B Common Stock	232 ⁽¹⁾	D	
Class B Common Stock	8343 ⁽²⁾	D	
Class B Common Stock	3	I	ESPP ⁽³⁾
Class B Common Stock	989	I	Retirement Plan ⁽⁴⁾

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Employee Stock Option (right to buy)	7/26/1997 ⁽⁵⁾	7/25/2006	Class B Common Stock	1500	\$48.25	D	
Employee Stock Option (right	7/14/1998		Class B				

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
to buy)	(6)	7/13/2007	Common Stock	2000	\$58.75	D	
Employee Stock Option (right to buy)	7/16/1999 (7)	7/15/2008	Class B Common Stock	5000	\$48.4375	D	
Employee Stock Option (right to buy)	7/23/2000 (8)	7/22/2009	Class B Common Stock	10000	\$54.25	D	
Employee Stock Option (right to buy)	3/8/2001 (9)	3/7/2010	Class B Common Stock	12000	\$27.6875	D	
Employee Stock Option (right to buy) (10)	7/12/2002	7/11/2011	Class B Common Stock	10000	\$42.36	D	
Employee Stock Option (right to buy)	7/22/2003 (11)	7/21/2012	Class B Common Stock	12000	\$48.98	D	
Employee Stock Option (right to buy)	7/18/2004 (12)	7/17/2013	Class B Common Stock	15000	\$52.24	D	
Employee Stock Option (right to buy)	7/16/2005 (13)	7/15/2014	Class B Common Stock	30000	\$73.21	D	
Employee Stock Option (right to buy)	10/15/2000 (14)	10/14/2009	Class B Common Stock	10000	\$56.25	D	
Employee Stock Option (right to buy)	6/17/2005 (15)	6/16/2014	Class B Common Stock	30000	\$71.92	D	

Explanation of Responses:

- (1) Restricted Stock granted under the NIKE, Inc. Long Term Incentive Plan.
- (2) Restricted Stock Bonus granted under the NIKE, Inc. 1990 Stock Incentive Plan.
- (3) Shares held in account under NIKE, Inc. Employee Stock Purchase Plan.
- (4) Shares held in account under the NIKE, Inc. Retirement Savings Plan.
- (5) Option granted for 1,500 shares (post 2-for-1 stock split) on 7/26/1996 and became exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.
- (6) Option granted for 2,000 shares on 7/14/1997 and became exercisable with respect to 25% of the shares on each of the first four a niversaries of the date of the grant.
- (7) Option granted for 5,000 shares on 7/16/1998 and became exercisable with respect to 25% of the shares on each of the first four a niversaries of the date of the grant.

- (8) Option granted for 10,000 shares on 7/23/1999 and became exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.
- (9) Option granted for 12,000 shares on 3/8/2000 and became exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.
- (10) Option granted for 10,000 shares 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.
- (11) Option granted for 12,000 shares on 7/22/2002 and becomes exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.
- (12) Option granted for 15,000 shares on 7/18/2003 and becomes exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.
- (13) Option granted for 30,000 shares on 7/16/2004 and becomes exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.
- (14) Option granted for 10,000 shares on 10/15/1999 and became exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.
- (15) Option granted for 30,000 shares on 6/17/2004 and becomes exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Helfant Adam S ONE BOWERMAN DRIVE BEAVERTON, OR 97005			Vice President	

Signatures

/s/ John F. Coburn III on behalf of Adam S. Helfant

8/9/2004

** Signature of Reporting Person

Date

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

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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.

Power of Attorney

KNOW ALL MEN BY THESE PRESENTS, that the undersigned does hereby constitute and appoint Lindsay D. Stewart and John F. Coburn III, and any one of them, his true and lawful attorney and agent to execute in his name any and all reports required to be filed under Section 16(a) of the Securities Exchange Act of 1934 with respect to equity securities of the Company; and to file the same with the Securities and Exchange Commission and any applicable stock exchange; and the undersigned does hereby ratify and confirm all that said attorneys and agents, or any of them, shall do or cause to be done by virtue hereof.

This Power of Attorney revokes all prior powers of attorney relating to reporting under Section 16(a) and shall remain in effect until revoked by a subsequently filed instrument.

DATED: August 4, 2004

By: /s/ Adam S. Helfant

Adam S. Helfant