

NIKE INC
Reported by
DENSON CHARLES D

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 10/14/03 for the Period Ending 10/10/03

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

NIKE INC

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 10/14/2003 For Period Ending 10/10/2003

Address	ONE BOWERMAN DR BEAVERTON, Oregon 97005-6453
Telephone	503-671-3173
CIK	0000320187
Industry	Footwear
Sector	Consumer Cyclical
Fiscal Year	05/31

FORM 4

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

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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(f) of the
Investment Company Act of 1940

1. Name and Address of Reporting Person * DENSON CHARLES D <small>(Last) (First) (Middle)</small> ONE BOWERMAN DRIVE <small>(Street)</small> BEAVERTON, OR 97005 <small>(City) (State) (Zip)</small>	2. Issuer Name and Ticker or Trading Symbol NIKE INC [nke] 3. Date of Earliest Transaction <small>(MM/DD/YYYY)</small> <p align="center">10/10/2003</p>	5. Relationship of Reporting Person(s) to Issuer <small>(Check all applicable)</small> <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> X Officer (give title below) <input type="checkbox"/> Other (specify below) President 6. Individual or Joint/Group Filing (Check Applicable Line) <input type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
4. If Amendment, Date Original Filed <small>(MM/DD/YYYY)</small>		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security <small>(Instr. 3)</small>	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code <small>(Instr. 8)</small>		4. Securities Acquired (A) or Disposed of (D) <small>(Instr. 3, 4 and 5)</small>			5. Amount of Securities Beneficially Owned Following Reported Transaction (s) <small>(Instr. 3 and 4)</small>	6. Ownership Form: Direct (D) or Indirect (I) <small>(Instr. 4)</small>	7. Nature of Indirect Beneficial Ownership <small>(Instr. 4)</small>
			Code	V	Amount	(A) or (D)	Price			
Class B Common Stock	10/10/2003	10/10/2003	X		12000 <small>(1)</small>	A	\$14.9375	46020	D	
Class B Common Stock	10/10/2003	10/10/2003	S		10400 <small>(1)</small>	D	\$63.22	35620	D	
Class B Common Stock	10/10/2003	10/10/2003	S		1600 <small>(1)</small>	D	\$63.31	34020	D	
Class B Common Stock	10/13/2003	10/13/2003	X		20000 <small>(1)</small>	A	\$21.00	54020	D	
Class B Common Stock	10/13/2003	10/13/2003	S		10000 <small>(1)</small>	D	\$63.50	44020	D	
Class B Common Stock	10/13/2003	10/13/2003	S		10000 <small>(1)</small>	D	\$64.00	34020 ⁽²⁾	D	
Class B Common Stock								1038	I	ESPP ⁽³⁾
Class B Common Stock								4279	I	Retirement Plan ⁽⁴⁾

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		(A)	(D)	Date Exercisable	Expiration Date				
Employee Stock Option (right to buy)	\$14.9375	10/10/2003	10/10/2003	X		12000	7/1/1995 (5)	6/30/2004	Class B Common Stock	12000	\$14.9375	0	D	
Employee Stock Option (right to buy)	\$21.00	10/13/2003	10/13/2003	X		20000	7/1/1996 (6)	6/30/2005	Class B Common Stock	20000	\$21.00	0	D	

Explanation of Responses:

- (1) Pursuant to Company policy, market sales of the Company stock by officers and directors are permitted only in quarterly window periods commencing on the third business day following each earnings release and ending 30 days later.
- (2) Includes 929 shares granted under the NIKE, Inc. Long Term Incentive Plan, and 15,314 share 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 12,000 shares (after stock split) on 7/1/1994 and became 25% exercisable on each of the first four anniversaries of the grant date.
- (6) Option granted for 20,000 shares (after stock split) on 7/1/1995 and became 25% exercisable on each of the first four anniversaries of the grant date.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DENSON CHARLES D ONE BOWERMAN DRIVE BEAVERTON, OR 97005			President	

Signatures

/s/John F.
Coburn III on
behalf of
Charles D.
Denson

10/13/2003

** 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 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).

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

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