

**NIKE INC**  
Reported by  
**BLAIR DONALD W**

**FORM 4**  
(Statement of Changes in Beneficial Ownership)

Filed 09/22/10 for the Period Ending 09/20/10

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 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 *		2. Issuer Name and Ticker or Trading Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)	
<b>BLAIR DONALD W</b>		<b>NIKE INC [ NKE ]</b>		<input type="checkbox"/> Director <span style="float:right"><input type="checkbox"/> 10% Owner</span> <input checked="" type="checkbox"/> Officer (give title below) <span style="float:right"><input type="checkbox"/> Other (specify below)</span> <b>VP &amp; CFO</b>	
(Last) (First) (Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)				
<b>ONE BOWERMAN DRIVE</b>	<b>9/20/2010</b>				
(Street)	4. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)		
<b>BEAVERTON, OR 97005</b>			<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 Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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	9/20/2010 (I)		M		5000	A	\$21.18	72099	D	
Class B Common Stock	9/20/2010		S		5000	D	\$78	67099	D	
Class B Common Stock	9/20/2010 (I)		M		3100	A	\$21.18	70199	D	
Class B Common Stock	9/20/2010		S		3100	D	\$77.95	67099	D	
Class B Common Stock	9/20/2010 (I)		M		100	A	\$21.18	67199	D	
Class B Common Stock	9/20/2010		S		100	D	\$77.65	67099	D	
Class B Common Stock	9/20/2010 (I)		M		100	A	\$21.18	67199	D	
Class B Common Stock	9/20/2010		S		100	D	\$77.64	67099	D	
Class B Common Stock	9/20/2010 (I)		M		4200	A	\$21.18	71299	D	
Class B Common Stock	9/20/2010		S		4200	D	\$77.97	67099	D	
Class B Common Stock	9/20/2010 (I)		M		900	A	\$21.18	67999	D	
Class B Common Stock	9/20/2010		S		900	D	\$77.68	67099	D	
Class B Common Stock	9/20/2010 (I)		M		100	A	\$21.18	67199	D	
Class B Common Stock	9/20/2010		S		100	D	\$77.72	67099	D	
Class B Common Stock	9/20/2010 (I)		M		300	A	\$21.18	67399	D	
Class B Common Stock	9/20/2010		S		300	D	\$77.7	67099	D	

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

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class B Common Stock	9/20/2010 (1)		M		700	A	\$21.18	67799	D	
Class B Common Stock	9/20/2010		S		700	D	\$77.98	67099	D	
Class B Common Stock	9/20/2010 (1)		M		300	A	\$21.18	67399	D	
Class B Common Stock	9/20/2010		S		300	D	\$77.66	67099	D	
Class B Common Stock	9/20/2010 (1)		M		100	A	\$21.18	67199	D	
Class B Common Stock	9/20/2010		S		100	D	\$77.69	67099	D	
Class B Common Stock	9/20/2010 (1)		M		100	A	\$21.18	67199	D	
Class B Common Stock	9/20/2010		S		100	D	\$77.71	67099	D	
Class B Common Stock								4944	I	by ESPP (2)
Class B Common Stock								2161	I	by Retirement Plan (3)

**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)
					(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Non-Qualified Stock Option (right to buy)	\$21.18	9/20/2010		M		5000	(4)	7/12/2011	Class B Common Stock	5000	\$0	10000	D	
Non-Qualified Stock Option (right to buy)	\$21.18	9/20/2010		M		10000	(4)	7/12/2011	Class B Common Stock	10000	\$0	0	D	

**Explanation of Responses:**

- (1) Exercise and sale pursuant to an approved 10b5-1 trading plan. Pursuant to Company policy, market sales of Company stock 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.
- (4) Option granted 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.

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
<b>BLAIR DONALD W ONE BOWERMAN DRIVE BEAVERTON, OR 97005</b>			<b>VP &amp; CFO</b>	

**Signatures**

**By: John F. Coburn III For: Donald W. Blair**

**9/22/2010**

\*\* 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.

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.