

NIKE INC  
Form 4  
October 02, 2007

**FORM 4**

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

OMB APPROVAL

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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 \*  
KNIGHT PHILIP H

(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)  
10/02/2007

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)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                             |
| Class B Common Stock            | 10/02/2007 <sup>(1)</sup>            |  | S <sup>(2)</sup>               |   | 9,500   | D  | \$ 59.15                          |
| Class B Common Stock            | 10/02/2007                           |  | S <sup>(2)</sup>               |   | 9,300   | D  | \$ 59.16                          |
| Class B Common Stock            | 10/02/2007                           |  | S <sup>(2)</sup>               |   | 900   | D  | \$ 59.16                          |
| Class B Common Stock            | 10/02/2007                           |  | S <sup>(2)</sup>               |   | 9,500   | D  | \$ 59.13                          |

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|                            |            |             |        |   |             |           |   |
|----------------------------|------------|-------------|--------|---|-------------|-----------|---|
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 10,900 | D | \$<br>59.11 | 4,683,074 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 9,877  | D | \$<br>59.12 | 4,673,197 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 11,900 | D | \$<br>59.14 | 4,661,297 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 8,800  | D | \$<br>59.19 | 4,652,497 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 2,300  | D | \$<br>59.37 | 4,650,197 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 1,800  | D | \$<br>59.43 | 4,648,397 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 1,400  | D | \$<br>59.44 | 4,646,997 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 2,200  | D | \$<br>59.47 | 4,644,797 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 1,100  | D | \$<br>59.46 | 4,643,697 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 1,505  | D | \$<br>59.45 | 4,642,192 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 3,800  | D | \$<br>59.49 | 4,638,392 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 5,900  | D | \$<br>59.55 | 4,632,492 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 1,700  | D | \$<br>59.56 | 4,630,792 | D |
| Class B<br>Common<br>Stock | 10/02/2007 | <u>S(2)</u> | 1,600  | D | \$<br>59.57 | 4,629,192 | D |
| Class B<br>Common          | 10/02/2007 | <u>S(2)</u> | 3,000  | D | \$ 59.6     | 4,626,192 | D |

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|                            |            |                  |       |   |             |                          |   |
|----------------------------|------------|------------------|-------|---|-------------|--------------------------|---|
| Stock                      |            |                  |       |   |             |                          |   |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 1,900 | D | \$<br>59.63 | 4,624,292                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 2,600 | D | \$<br>59.64 | 4,621,692                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 500   | D | \$<br>59.65 | 4,621,192                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 700   | D | \$<br>59.62 | 4,620,492                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 1,700 | D | \$<br>59.61 | 4,618,792                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 1,900 | D | \$<br>59.59 | 4,616,892                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 1,100 | D | \$<br>59.53 | 4,615,792                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 1,700 | D | \$<br>59.54 | 4,614,092                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 5,000 | D | \$ 59.5     | 4,609,092                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 1,400 | D | \$<br>59.52 | 4,607,692                | D |
| Class B<br>Common<br>Stock | 10/02/2007 | S <sup>(2)</sup> | 400   | D | \$<br>59.42 | 4,607,292 <sup>(3)</sup> | D |

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.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

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| 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 of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Following Transaction (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|---|

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| KNIGHT PHILIP H<br>ONE BOWERMAN DRIVE<br>BEAVERTON, OR 97005 | X             | X         |         |       |

## Signatures

By: John F. Coburn III For: Philip H. Knight  
 Date: 10/02/2007

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) Transaction pursuant to a Rule 10b5-1 Plan.
- This Form 4 contains thirty of the ninety-five transactions that were executed on October 2, 2007. Two additional forms, each containing
- (3) thirty of the ninety-five transactions that were executed on October 2, 2007, were filed immediately prior to this Form 4. One additional form containing five transactions was filed immediately following this Form 4.

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.