

NIKE INC  
Form 4  
October 01, 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 \*  
**WOLFRAM ROLAND P**

(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)  
**10/01/2007**

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)  
Vice President

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	10/01/2007 <sup>(1)</sup>		X		1,900	A	\$ 39.38
Class B Common Stock	10/01/2007		S		1,900	D	\$ 59.42
Class B Common Stock	10/01/2007		X		4,800	A	\$ 39.38
Class B Common	10/01/2007		S		4,800	D	\$ 59.47

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Stock									
Class B Common Stock	10/01/2007		X	2,800	A	\$ 39.38	14,464	D	
Class B Common Stock	10/01/2007		S	2,800	D	\$ 59.44	11,664	D	
Class B Common Stock	10/01/2007		X	1,800	A	\$ 39.38	13,464	D	
Class B Common Stock	10/01/2007		S	1,800	D	\$ 59.45	11,664	D	
Class B Common Stock	10/01/2007		X	1,900	A	\$ 39.38	13,564	D	
Class B Common Stock	10/01/2007		S	1,900	D	\$ 59.39	11,664 <sup>(2)</sup>	D	
Class B Common Stock							56	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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(9-02)

**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 of Underlying Security (Instr. 3 and 4)	8. Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 36.605	10/01/2007		X	1,100	<sup>(4)</sup> 07/16/2014	Class B Common Stock	1,100

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Non-Qualified Stock Option (right to buy)	\$ 36.605	10/01/2007	X	500	<u>(4)</u>	07/16/2014	Class B Common Stock	500
Non-Qualified Stock Option (right to buy)	\$ 36.605	10/01/2007	X	8,400	<u>(4)</u>	07/16/2014	Class B Common Stock	8,400
Non-Qualified Stock Option (right to buy)	\$ 36.605	10/01/2007	X	700	<u>(4)</u>	07/16/2014	Class B Common Stock	700
Non-Qualified Stock Option (right to buy)	\$ 36.605	10/01/2007	X	5,800	<u>(4)</u>	07/16/2014	Class B Common Stock	5,800
Non-Qualified Stock Option (right to buy)	\$ 39.38	10/01/2007	X	400	<u>(5)</u>	07/14/2016	Class B Common Stock	400
Non-Qualified Stock Option (right to buy)	\$ 39.38	10/01/2007	X	800	<u>(5)</u>	07/14/2016	Class B Common Stock	800
Non-Qualified Stock Option (right to buy)	\$ 39.38	10/01/2007	X	1,300	<u>(5)</u>	07/14/2016	Class B Common Stock	1,300
Non-Qualified Stock Option (right to buy)	\$ 39.38	10/01/2007	X	800	<u>(5)</u>	07/14/2016	Class B Common Stock	800
Non-Qualified Stock Option (right to buy)	\$ 39.38	10/01/2007	X	1,900	<u>(5)</u>	07/14/2016	Class B Common Stock	1,900
Non-Qualified Stock Option (right to buy)	\$ 39.38	10/01/2007	X	4,800	<u>(5)</u>	07/14/2016	Class B Common Stock	4,800
Non-Qualified Stock Option (right to buy)	\$ 39.38	10/01/2007	X	2,800	<u>(5)</u>	07/14/2016	Class B Common Stock	2,800
Non-Qualified Stock Option (right to buy)	\$ 39.38	10/01/2007	X	1,800	<u>(5)</u>	07/14/2016	Class B Common Stock	1,800
Non-Qualified Stock Option (right to buy)	\$ 39.38	10/01/2007	X	1,900	<u>(5)</u>	07/14/2016	Class B Common Stock	1,900
Non-Qualified Stock Option (right to buy)	\$ 43.795	10/01/2007	X	3,800	<u>(6)</u>	07/15/2015	Class B Common Stock	3,800
Non-Qualified Stock Option	\$ 43.795	10/01/2007	X	700	<u>(6)</u>	07/15/2015	Class B Common	700

							Stock	
(right to buy)							Class B	
Non-Qualified Stock Option (right to buy)	\$ 43.795	10/01/2007	X	12,100	(6)	07/15/2015	Common Stock	12,100
(right to buy)							Class B	
Non-Qualified Stock Option (right to buy)	\$ 43.795	10/01/2007	X	7,500	(6)	07/15/2015	Common Stock	7,500
(right to buy)							Class B	
Non-Qualified Stock Option (right to buy)	\$ 43.795	10/01/2007	X	8,000	(6)	07/15/2015	Common Stock	8,000
(right to buy)							Class B	
Non-Qualified Stock Option (right to buy)	\$ 43.795	10/01/2007	X	900	(6)	07/15/2015	Common Stock	900

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WOLFRAM ROLAND P ONE BOWERMAN DRIVE BEAVERTON, OR 97005			Vice President	

## Signatures

By: John F. Coburn III For: Roland Wolfram  
10/01/2007

\_\_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) This Form 4 contains ten of the forty transactions that were executed on October 1, 2007. One additional form, containing thirty of the forty transactions that were executed on October 1, 2007, was filed immediately prior to this Form 4.
  - (3) Shares held in account under the NIKE, Inc. 401(K) and Profit Sharing Plan.
  - (4) Option granted 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.
  - (5) Option granted on 7/14/2006 and becomes exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.
  - (6) Option granted on 7/15/2005 and becomes exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.

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