

van Alebeek Hans  
Form 4  
March 29, 2010

**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 \*  
van Alebeek Hans

2. Issuer Name and Ticker or Trading Symbol  
NIKE INC [NKE]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
ONE BOWERMAN DRIVE  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
03/25/2010

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Vice President

BEAVERTON, OR 97005

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ 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. 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            | 03/25/2010                           |  | X                              |   | 5,828 A \$ 43.795   | 38,774   | D   |
| Class B Common Stock            | 03/25/2010                           |  | S <sup>(1)</sup>               |   | 5,828 D \$ 74.1192  | 32,946   | D   |
| Class B Common Stock            | 03/25/2010                           |  | X                              |   | 16,672 A \$ 43.795  | 49,618   | D   |
| Class B Common                  | 03/25/2010                           |  | S <sup>(1)</sup>               |   | 16,672 D \$ 73.8095   | 32,946   | D   |

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|                            |            |  |                        |        |   |               |        |   |                    |
|----------------------------|------------|--|------------------------|--------|---|---------------|--------|---|--------------------|
| Stock                      |            |  |                        |        |   |               |        |   |                    |
| Class B<br>Common<br>Stock | 03/25/2010 |  | X                      | 16,500 | A | \$ 39.38      | 49,446 | D |                    |
| Class B<br>Common<br>Stock | 03/25/2010 |  | <u>S<sup>(1)</sup></u> | 16,500 | D | \$<br>73.8095 | 32,946 | D |                    |
| Class B<br>Common<br>Stock | 03/25/2010 |  | X                      | 16,500 | A | \$ 58.52      | 49,446 | D |                    |
| Class B<br>Common<br>Stock | 03/25/2010 |  | <u>S<sup>(1)</sup></u> | 16,500 | D | \$<br>73.8095 | 32,946 | D |                    |
| Class B<br>Common<br>Stock | 03/25/2010 |  | X                      | 8,250  | A | \$ 58.2       | 41,196 | D |                    |
| Class B<br>Common<br>Stock | 03/25/2010 |  | <u>S<sup>(1)</sup></u> | 8,250  | D | \$<br>73.8095 | 32,946 | D |                    |
| Class B<br>Common<br>Stock |            |  |                        |        |   |               | 1,623  | I | by ESPP            |
| Class B<br>Common<br>Stock |            |  |                        |        |   |               | 847    | I | by Retirement Plan |

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. Date Exercisable | 9. Expiration Date | 10. Title | 11. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---------------------|--------------------|-----------|--------------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   |  |   |                     |                    |           |                                |

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|   |           |            |   |        |     |            |                      |        |
|---|-----------|------------|---|--------|-----|------------|----------------------|--------|
| Non-Qualified Stock Option (right to buy) | \$ 39.38  | 03/25/2010 | X | 16,500 | (2) | 07/14/2016 | Class B Common Stock | 16,500 |
| Non-Qualified Stock Option (right to buy) | \$ 43.795 | 03/25/2010 | X | 5,828  | (3) | 07/15/2015 | Class B Common Stock | 5,828  |
| Non-Qualified Stock Option (right to buy) | \$ 43.795 | 03/25/2010 | X | 16,672 | (3) | 07/15/2015 | Class B Common Stock | 16,672 |
| Non-Qualified Stock Option (right to buy) | \$ 58.2   | 03/25/2010 | X | 8,250  | (4) | 07/18/2018 | Class B Common Stock | 8,250  |
| Non-Qualified Stock Option (right to buy) | \$ 58.52  | 03/25/2010 | X | 16,500 | (5) | 07/20/2017 | Class B Common Stock | 16,500 |

## Reporting Owners

| Reporting Owner Name / Address                                | Relationships |           |                |       |
|---|---------------|-----------|----------------|-------|
|   | Director      | 10% Owner | Officer        | Other |
| van Alebeek Hans<br>ONE BOWERMAN DRIVE<br>BEAVERTON, OR 97005 |               |           | Vice President |       |

## Signatures

By: John F. Coburn III For: Hans van Alebeek  
03/26/2010

\*\*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 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.
- (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) 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.
  - (3) 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.
  - (4) Option granted on 07/18/2008 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 7/20/2007 and becomes exercisable with respect to 25% of the shares on each of the first four anniversaries of the date of the grant.

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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