

CONWAY JILL K  
Form 4  
December 30, 2010

**FORM 4**

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

OMB APPROVAL

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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(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
CONWAY JILL K

(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)  
12/29/2010

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 Indirect Beneficial Ownership (Instr. 4) |   |                                |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|---|--------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price   |   |                                |
| Class B Common Stock            | 12/29/2010 <sup>(1)</sup>            |  | G                              |   | 95  | D  | \$ 0 20,794   | I | by Conway Trust <sup>(2)</sup> |
| Class B Common Stock            | 12/29/2010 <sup>(1)</sup>            |  | G                              |   | 235   | D  | \$ 0 20,559   | I | by Conway Trust <sup>(2)</sup> |
| Class B Common Stock            | 12/29/2010 <sup>(1)</sup>            |  | G                              |   | 65  | D  | \$ 0 20,494   | I | by Conway Trust <sup>(2)</sup> |
| Class B Common Stock            | 12/29/2010 <sup>(1)</sup>            |  | G                              |   | 120   | D  | \$ 0 20,374   | I | by Conway Trust <sup>(2)</sup> |



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- 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) Jill K. Conway and Mark A. Leahy Trustees of Jill K. Conway Trust.
  - (3) Shares held in account under the NIKE, Inc . Deferred Compensation Plan.

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.