

SPRUNK ERIC D  
Form 4  
July 11, 2011

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
SPRUNK ERIC D

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)

3. Date of Earliest Transaction (Month/Day/Year)  
07/07/2011

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

ONE BOWERMAN DRIVE

(Street)

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

BEAVERTON, OR 97005

(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	07/07/2011 <sup>(1)</sup>		M		10,000 A \$ 36.605	42,533	D
Class B Common Stock	07/07/2011		S		10,000 D \$ 93.8123	32,533	D
Class B Common Stock	07/07/2011 <sup>(1)</sup>		M		10,000 A \$ 36.605	42,533	D
Class B Common	07/07/2011		S		10,000 D \$ 93.8834	32,533	D

Edgar Filing: SPRUNK ERIC D - Form 4

Stock					<u>(3)</u>		
Class B Common Stock	07/07/2011 <sup>(1)</sup>	M	5,000	A	\$ 36.605	37,533	D
Class B Common Stock	07/07/2011	S	5,000	D	\$ 93.8653	32,533	D
					<u>(4)</u>		
Class B Common Stock	07/07/2011 <sup>(1)</sup>	M	10,000	A	\$ 36.605	42,533	D
Class B Common Stock	07/07/2011	S	10,000	D	\$ 93.9	32,533	D
Class B Common Stock	07/07/2011 <sup>(1)</sup>	M	5,000	A	\$ 36.605	37,533	D
Class B Common Stock	07/07/2011	S	5,000	D	\$ 93.7952	32,533	D
					<u>(5)</u>		
Class B Common Stock	07/07/2011 <sup>(1)</sup>	M	7,717	A	\$ 36.605	40,250	D
Class B Common Stock	07/07/2011	S	7,717	D	\$ 93.96	32,533	D
Class B Common Stock	07/07/2011 <sup>(1)</sup>	M	5,000	A	\$ 36.605	37,533	D
Class B Common Stock	07/07/2011	S	5,000	D	\$ 93.7996	32,533	D
					<u>(6)</u>		
Class B Common Stock	07/08/2011 <sup>(1)</sup>	M	10,000	A	\$ 36.605	42,533	D
Class B Common Stock	07/08/2011	S	10,000	D	\$ 92.78	32,533	D
Class B Common Stock	07/08/2011 <sup>(1)</sup>	M	3,283	A	\$ 36.605	35,816	D
Class B Common Stock	07/08/2011	S	3,283	D	\$ 92.91	32,533	D

Edgar Filing: SPRUNK ERIC D - Form 4

Class B Common Stock	07/08/2011 <sup>(1)</sup>	M	10,000	A	\$ 39.38	42,533	D	
Class B Common Stock	07/08/2011	S	10,000	D	\$ 92.75	32,533	D	
Class B Common Stock	07/08/2011 <sup>(1)</sup>	M	10,000	A	\$ 39.38	42,533	D	
Class B Common Stock	07/08/2011	S	10,000	D	\$ 92.7325 <sup>(7)</sup>	32,533	D	
Class B Common Stock						2,014	I	by ESPP <sup>(8)</sup>
Class B Common Stock						887	I	by Retirement Plan <sup>(9)</sup>

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.**

SEC 1474  
(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	07/07/2011		M	10,000	<sup>(10)</sup> 07/16/2014	Class B Common Stock	10,000
Non-Qualified Stock Option (right to buy)	\$ 36.605	07/07/2011		M	10,000	<sup>(10)</sup> 07/16/2014	Class B Common Stock	10,000
Non-Qualified Stock Option	\$ 36.605	07/07/2011		M	5,000	<sup>(10)</sup> 07/16/2014	Class B Common	5,000

(right to buy)								Stock	
Non-Qualified Stock Option (right to buy)	\$ 36.605	07/07/2011	M	10,000	(10)	07/16/2014	Class B Common Stock	10,000	10,000
Non-Qualified Stock Option (right to buy)	\$ 36.605	07/07/2011	M	5,000	(10)	07/16/2014	Class B Common Stock	5,000	5,000
Non-Qualified Stock Option (right to buy)	\$ 36.605	07/07/2011	M	7,717	(10)	07/16/2014	Class B Common Stock	7,717	7,717
Non-Qualified Stock Option (right to buy)	\$ 36.605	07/07/2011	M	5,000	(10)	07/16/2014	Class B Common Stock	5,000	5,000
Non-Qualified Stock Option (right to buy)	\$ 36.605	07/08/2011	M	10,000	(10)	07/16/2014	Class B Common Stock	10,000	10,000
Non-Qualified Stock Option (right to buy)	\$ 36.605	07/08/2011	M	3,283	(10)	07/16/2014	Class B Common Stock	3,283	3,283
Non-Qualified Stock Option (right to buy)	\$ 39.38	07/08/2011	M	10,000	(11)	07/14/2016	Class B Common Stock	10,000	10,000
Non-Qualified Stock Option (right to buy)	\$ 39.38	07/08/2011	M	10,000	(11)	07/14/2016	Class B Common Stock	10,000	10,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SPRUNK ERIC D ONE BOWERMAN DRIVE BEAVERTON, OR 97005			Vice President	

## Signatures

By: John F. Coburn III For: Eric D.  
Sprunk 07/11/2011

\*\*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).

(1) 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.

## Edgar Filing: SPRUNK ERIC D - Form 4

- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$93.80 to \$93.821, inclusive. The reporting person undertakes to provide NIKE, Inc., any security holder of NIKE, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in the footnotes (2), (3), (4), (5), (6) and (7) to this Form 4.
- (3) The price reported in Column 4 is a weighted average price. These shares have been sold in multiple transactions at prices ranging from \$93.86 to \$93.92.
- (4) The price reported in Column 4 is a weighted average price. These shares have been sold in multiple transactions at prices ranging from \$80.00-\$80.05.
- (5) The price reported in Column 4 is a weighted average price. These shares have been sold in multiple transactions at prices ranging from \$93.78 to \$93.815.
- (6) The price reported in Column 4 is a weighted average price. These shares have been sold in multiple transactions at prices ranging from \$93.791 to \$93.821.
- (7) The price reported in Column 4 is a weighted average price. These shares have been sold in multiple transactions at prices ranging from \$92.71 to \$92.79.
- (8) Shares held in account under NIKE, Inc. Employee Stock Purchase Plan.
- (9) Shares held in account under the NIKE, Inc. 401(k) and Profit Sharing Plan.
- (10) 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.
- (11) 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.

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.