

NIKE INC  
Form 4  
September 23, 2015

**FORM 4**

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

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**JACKSON JEANNE 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)  
**09/21/2015**

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)  
**PRES: PRODUCT & MERCHANDISING**

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ 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)
Class B Common Stock	09/21/2015 <sup>(1)</sup>		M	8,964 A	\$ 34.48 92,562	D	
Class B Common Stock	09/21/2015 <sup>(1)</sup>		S	8,964 D	\$ 116.0373 83,598	D	
Class B Common Stock	09/21/2015 <sup>(1)</sup>		M	3,536 A	\$ 34.48 87,134	D	
Class B Common	09/21/2015 <sup>(1)</sup>		S	3,536 D	\$ 116.2708 83,598	D	

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Stock	(3)			
Class B Common Stock		3,101	I	by ESPP
Class B Common Stock		838	I	by Retirement Plan

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 Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
Non-Qualified Stock Option (right to buy)	\$ 34.48	09/21/2015 <sup>(1)</sup>		M	8,964	<sup>(4)</sup> 07/16/2020	Class B Common Stock	8,964
Non-Qualified Stock Option (right to buy)	\$ 34.48	09/21/2015 <sup>(1)</sup>		M	3,536	<sup>(4)</sup> 07/16/2020	Class B Common Stock	3,536

## Reporting Owners

Reporting Owner Name / Address	Relationships
JACKSON JEANNE P ONE BOWERMAN DRIVE BEAVERTON, OR 97005	Director 10% Owner Officer Other PRES: PRODUCT & MERCHANDISING

## Signatures

By: Evan S. Reynolds For: Jeanne P.  
Jackson

09/23/2015

\_\_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).

Exercise and sale was pursuant to an approved 10b5-1 trading plan. Pursuant to Company policy, market transactions in Company stock  
(1) by officers and directors are permitted only after the second full trading day after the public 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.

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from  
(2) \$115.26 to \$116.26, 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 footnotes (2) and (3) 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 \$116.27 to \$116.285.

(4) Stock Option granted on 07/16/2010 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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