JACKSON JEANNE P
Form 4
December 28, 2012

# FORM 4

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

**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

| | |
|---|---|
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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).

(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)
12/26/2012

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)
President-Direct to Consumer

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) |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class B Common Stock | 12/26/2012(1) | | M | | 8,000 | A | $ 19.14 | 109,734 | D | |
| Class B Common Stock | 12/26/2012(1) | | S | | 8,000 | D | $ 52.0234 (2) | 101,734 | D | |
| Class B Common Stock | 12/26/2012(1) | | M | | 16,000 | A | $ 20.24 | 117,734 | D | |
| Class B Common | 12/26/2012(1) | | S | | 16,000 | D | $ 52.0234 | 101,734 | D | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Stock | | | | | [2] | | | |
| Class B Common Stock | 12/26/2012[1] | M | 16,000 | A | $ 20.74 | 117,734 | D | |
| Class B Common Stock | 12/26/2012[1] | S | 16,000 | D | $ 52.0234 [2] | 101,734 | D | |
| Class B Common Stock | | | | | | 2,040 | I | by ESPP |
| Class B Common Stock | | | | | | 812 | I | by Retirement Plan |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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 Amoun Underlying Securit (Instr. 3 and 4) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amo or Num of Sh |
| Non-Qualified Stock Option (right to buy) | $ 19.14 | 12/26/2012 | | M | | | 8,000 | [3] | 09/20/2014 | Class B Common Stock | 8,0 |
| Non-Qualified Stock Option (right to buy) | $ 20.24 | 12/26/2012 | | M | | | 16,000 | [4] | 09/23/2015 | Class B Common Stock | 16,0 |
| Non-Qualified Stock Option (right to buy) | $ 20.74 | 12/26/2012 | | M | | | 16,000 | [5] | 09/18/2016 | Class B Common Stock | 16,0 |

# Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---|---|---|---|
| | Director | 10% Owner | Officer | Other |
| JACKSON JEANNE P<br>ONE BOWERMAN DRIVE<br>BEAVERTON, OR 97005 | | | President-Direct to Consumer | |

# Signatures

| | |
|---|---|
| By: John F. Coburn III For: Jeanne P. Jackson | 12/28/2012 |
| **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.

**(2)** The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from $51.60 to $52.305, 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) to this Form 4.

**(3)** Option granted on 09/20/2004 and becomes exercisable with respect to 100% of the shares on the date of the first anniversary of the date of grant.

**(4)** Option granted on 09/23/2005 and becomes exercisable with respect to 100% of the shares on the date of the first anniversary of the date of grant.

**(5)** Option granted on 9/18/2006 and becomes exercisable with respect to 100% of the shares on the date of the first annual meeting of shareholders of the Company held after the Grant Date.

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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