

NIKE INC  
Form 4  
March 02, 2005

**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 \*  
KNIGHT PHILIP H

(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)  
03/01/2005

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            | 03/01/2005                           |  | S                              |   | 600 <sup>(1)</sup> / <sub>(2)</sub>   | D  | \$ 87.66 3,593,135 D                                  |
| Class B Common Stock            | 03/01/2005                           |  | S                              |   | 37,000 <sup>(1)</sup>   | D  | \$ 87.62 3,556,135 D                                  |
| Class B Common Stock            | 03/01/2005                           |  | S                              |   | 700 <sup>(1)</sup>  | D  | \$ 87.33 3,555,435 D                                  |
| Class B Common Stock            | 03/01/2005                           |  | S                              |   | 1,100 <sup>(1)</sup>  | D  | \$ 87.4 3,554,335 D                                   |

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|                            |            |   |                     |   |             |           |   |
|----------------------------|------------|---|---------------------|---|-------------|-----------|---|
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>2,800</u><br>(1) | D | \$<br>87.11 | 3,551,535 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>1,100</u><br>(1) | D | \$<br>87.19 | 3,550,435 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>4,000</u><br>(1) | D | \$ 87.1     | 3,546,435 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>4,200</u><br>(1) | D | \$<br>87.15 | 3,542,235 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | 900 <u>(1)</u>      | D | \$<br>87.18 | 3,541,335 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | 900 <u>(1)</u>      | D | \$<br>87.17 | 3,540,435 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>2,200</u><br>(1) | D | \$<br>87.21 | 3,538,235 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>1,700</u><br>(1) | D | \$<br>87.34 | 3,536,535 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>1,500</u><br>(1) | D | \$<br>87.35 | 3,535,035 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>1,300</u><br>(1) | D | \$<br>87.37 | 3,533,735 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>2,700</u><br>(1) | D | \$<br>87.39 | 3,531,035 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>1,500</u><br>(1) | D | \$<br>87.38 | 3,529,535 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | <u>5,300</u><br>(1) | D | \$ 87.2     | 3,524,235 | D |
| Class B<br>Common<br>Stock | 03/01/2005 | S | 200 <u>(1)</u>      | D | \$<br>87.24 | 3,524,035 | D |
| Class B<br>Common          | 03/01/2005 | S | <u>1,800</u><br>(1) | D | \$<br>87.22 | 3,522,235 | D |

Stock

Class B

Common 03/01/2005 S 200 <sup>(1)</sup> D \$ 87.36 3,522,035 D  
 Stock

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 Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|----------------------------|
|  |  |                                      |  |                                |   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares |
|  |  |                                      |  |                                |   | Code   | V (A) (D)   |  |                            |
| Class A Common Stock                       | (3)  |                                      |  |                                |   | (3) (3)  |   | Class B Common Stock                       | (3)                        |
| Class A Common Stock                       | (3)  |                                      |  |                                |   | (3) (3)  |   | Class B Common Stock                       | (3)                        |
| Class A Common Stock                       | (3)  |                                      |  |                                |   | (3) (3)  |   | Class B Common Stock                       | (3)                        |

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| KNIGHT PHILIP H<br>ONE BOWERMAN DRIVE<br>BEAVERTON, OR 97005 | X             | X         |         |       |

## Signatures

/s/John F. Coburn III on behalf of Philip H.  
Knight

03/02/2005

\_\_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) Transaction pursuant to a Rule 10b5-1 Trading Plan.

(2) This Form 4 contains the first twenty of seventy-seven transactions that were executed on March 1, 2005. Three forms, two containing twenty transactions each and one containing seventeen transactions were filed immediately following this form.

(3) Class A Common Stock is convertible at any time on a one-for-one basis into Class B Common Stock with no expiration date.

Shares held by a corporation owned by wife. The reporting person disclaims beneficial ownership of these securities and this report shall not be deemed an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 or any other purpose.

Shares held by a limited partnership in which a corporation owned by wife is a co-general partner. The reporting person disclaims beneficial ownership of these securities and this report shall not be deemed an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 or any other purpose.

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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