

WORLD WRESTLING ENTERTAINMENTINC

Form 4

March 12, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
GOLDSMITH DONNA

(Last) (First) (Middle)

C/O WORLD WRESTLING ENTERTAINMENT, INC., 1241 EAST MAIN STREET

(Street)

STAMFORD, CT 06902

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
WORLD WRESTLING ENTERTAINMENTINC [WWE]

3. Date of Earliest Transaction (Month/Day/Year)  
03/10/2008

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)  
EVP, Consumer Products

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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Class A Common Stock	03/10/2008		M		3,334 (1) A \$ 9.6	74,011 (1)	D
Class A Common Stock	03/10/2008		M		11,667 A \$ 12.9	85,678	D
Class A Common Stock	03/10/2008		S		200 D \$ 17.46	85,478	D

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Class A Common Stock	03/10/2008	S	200	D	\$ 17.47	85,278	D
Class A Common Stock	03/10/2008	S	1,200	D	\$ 17.48	84,078	D
Class A Common Stock	03/10/2008	S	2,300	D	\$ 17.49	81,778	D
Class A Common Stock	03/10/2008	S	600	D	\$ 17.51	81,178	D
Class A Common Stock	03/10/2008	S	1,900	D	\$ 17.52	79,278	D
Class A Common Stock	03/10/2008	S	900	D	\$ 17.53	78,378	D
Class A Common Stock	03/10/2008	S	100	D	\$ 17.54	78,278	D
Class A Common Stock	03/10/2008	S	400	D	\$ 17.55	77,878	D
Class A Common Stock	03/10/2008	S	300	D	\$ 17.56	77,578	D
Class A Common Stock	03/10/2008	S	900	D	\$ 17.58	76,678	D
Class A Common Stock	03/10/2008	S	900	D	\$ 17.59	75,778	D
Class A Common Stock	03/10/2008	S	4,367	D	\$ 17.6	71,411	D
Class A Common Stock	03/10/2008	S	1,634	D	\$ 17.61	69,777	D
Class A Common Stock	03/10/2008	S	100	D	\$ 17.63	69,677	D
Class A Common	03/10/2008	S	700	D	\$ 17.64	68,977	D

Stock

Class A  
Common Stock 03/10/2008 S 600 D \$ 17.65 68,377 D

Class A  
Common Stock 03/10/2008 S 3,600 D \$ 17.66 64,777 D

Class A  
Common Stock 03/10/2008 S 356 D \$ 17.67 64,421 D

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.**

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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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Employee Stock Option (Rights to Buy)	\$ 9.6	03/10/2008		M	3,334	<u>(2)</u> 06/13/2008	Class A Common	3,334	
Employee Stock Option (Rights to Buy)	\$ 12.9	03/10/2008		M	11,667	<u>(4)</u> 07/20/2009	Class A Common	11,667	

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

GOLDSMITH DONNA  
C/O WORLD WRESTLING ENTERTAINMENT, INC.  
1241 EAST MAIN STREET  
STAMFORD, CT 06902

EVP, Consumer Products

## Signatures

Donna  
Goldsmith

03/11/2008

\*\*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) Includes 1,633 shares that were purchased under the Company's Employee Stock Purchase Plan or were dividend accruals, the acquisition of which were not reportable under Section 16.
  - (2) Current
  - (3) N/A
  - (4) 11,667 currently exercisable. Remaining options vest in equal monthly installments of 729 options.

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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