

WORLD WRESTLING ENTERTAINMENTINC  
Form 4  
March 13, 2008

**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 \*  
KAUFMAN EDWARD L

(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)  
03/12/2008

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)  
EVP, General Counsel

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)
				(A) or (D)	Price		
Class A Common Stock	03/12/2008		M	5,000	A \$ 13.45	59,625 <sup>(1)</sup>	D
Class A Common Stock	03/12/2008		M	3,125	A \$ 9.6	62,750	D
Class A Common Stock	03/12/2008		M	16,042	A \$ 12.9	78,792	D

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Class A Common Stock	03/12/2008	S	600	D	\$ 18.5	78,192	D
Class A Common Stock	03/12/2008	S	1,000	D	\$ 18.51	77,192	D
Class A Common Stock	03/12/2008	S	1,842	D	\$ 18.52	75,350	D
Class A Common Stock	03/12/2008	S	1,200	D	\$ 18.53	74,150	D
Class A Common Stock	03/12/2008	S	2,600	D	\$ 18.54	71,550	D
Class A Common Stock	03/12/2008	S	2,825	D	\$ 18.55	68,725	D
Class A Common Stock	03/12/2008	S	1,500	D	\$ 18.56	67,225	D
Class A Common Stock	03/12/2008	S	5,160	D	\$ 18.57	62,065	D
Class A Common Stock	03/12/2008	S	8,180	D	\$ 18.58	53,885	D
Class A Common Stock	03/12/2008	S	1,427	D	\$ 18.59	52,458	D
Class A Common Stock	03/12/2008	S	400	D	\$ 18.6	52,058	D
Class A Common Stock	03/12/2008	S	3,040	D	\$ 18.61	49,018	D
Class A Common Stock	03/12/2008	S	5,200	D	\$ 18.62	43,818	D
Class A Common Stock	03/12/2008	S	200	D	\$ 18.63	43,618	D

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)	Amount or Number of Shares
Employee Stock Option (Rights to Buy)	\$ 13.45	03/12/2008		M	15,000	<u>(2)</u> 06/04/2012	Class A Common Stock	5,000
Employee Stock Option (Rights to Buy)	\$ 9.6	03/12/2008		M	3,125	<u>(2)</u> 06/13/2008	Class A Common Stock	3,125
Employee Stock Option (Rights to Buy)	\$ 12.9	03/12/2008		M	16,042	<u>(4)</u> 07/20/2009	Class A Common Stock	16,042

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director    10% Owner    Officer    Other

KAUFMAN EDWARD L  
C/O WORLD WRESTLING ENTERTAINMENT, INC.  
1241 EAST MAIN STREET  
STAMFORD, CT 06902

EVP, General Counsel

## Signatures

Edward L.  
Kaufman                      03/12/2008

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 1,182 shares of accrued dividends and Employee Stock Purchase Plan purchases not previously reported because they are exempt under Section 16.
- (2) Current.
- (3) N/A
- (4) 16,042 currently; remaining 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. 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.