Edgar Filing: Herron John T - Form 4

Haman Jahn T

Form 4	1									
August 16, 2	.012									
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION							OMB APPROVAL			
Washington, D.C. 20549							OMB Number:	3235-0287		
Check thi if no long	ter							Expires:	January 31, 2005	
Subject to subject to Section 16. Form 4 or Form 5 obligations may continue. See InstructionSTATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIESEstimated average burden hours per 							verage			
1(b). (Print or Type F	Responses)									
1. Name and Address of Reporting Person <u>*</u> Herron John T			2. Issuer Name and Ticker or Trading Symbol ENTERGY CORP /DE/ [ETR]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First) (N	Aiddle) 3. Dat	te of Earliest Tr	ransaction			(Chee	k un upplicuble)	
C/O ENTERGY CORPORATION LEGAL DEPT., 639 LOYOLA AVENUE			(Month/Day/Year) 08/15/2012				Director 10% Owner X Officer (give title Other (specify below) below) President & CEO, Nuc Ops/CNO			
	mendment, Date Original /lonth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person					
NEW ORLE	EANS, LA 70113						Form filed by M Person	Iore than One Re	porting	
(City)	(State)	(Zip)	able I - Non-D	Derivative	Secur	ities Aca	uired, Disposed of	. or Beneficial	v Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		3. if Transactio Code	4. Securi on(A) or D (Instr. 3,	ties A ispose	cquired d of (D)	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	
Common Stock	08/15/2012		Code V M	Amount 2,050	(D) A	Price \$ 44.45	9,090	D		
Common Stock	08/15/2012		S <u>(1)</u>	1,544	D	\$ 69.76 (2)	7,546	D		

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

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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. Transacti Code (Instr. 8)	5. Number on f 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)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 44.45	08/15/2012		М	2,050	(3)	01/30/2013	Common Stock	2,050

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Herron John T C/O ENTERGY CORPORATION LEGAL DEPT. 639 LOYOLA AVENUE NEW ORLEANS, LA 70113			President & CEO, Nuc Ops/CNO				
Signatures							
/s/ Daniel T. Falstad by power or attorney	08/16/2012						
**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) The sale reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on February 10, 2012.

The price reported in column 4 is a weighted average price. The shares were sold in multiple transactions ranging from \$69.75 to \$69.78.(2) The reporting person undertakes to provide to Entergy, any security holder of Entergy or the staff of the Securities and Exchange

Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.(3) The options vested in three equal annual installments on January 30, 2004, 2005 and 2006.

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.

8 L