

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 29, 2004

World Wrestling Entertainment, Inc.

(Exact name of registrant as specified in its charter)

Delaware	000-27639	04-2693383
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(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

1241 East Main Street, Stamford, CT 06902
(Address of principal executive offices) (Zip code)

Registrant's telephone number, including area code: (203) 352-8600

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2.):

// Written communications pursuant to Rule 425 under the Securities Act

(17 CFR 230.425)

// Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

// Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b)) // Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01. Other Events.

On October 29, 2004, the World Wide Fund for Nature (the "Fund") filed a claim for damages in the English High Court with respect to its suit initiated in April 2000 against us originally seeking injunctive relief and unspecified damages for alleged breaches of a 1994 agreement between the Fund and us regarding the use of the initials "wwf." The Fund in its recent filing seeks actual damages for legal and other costs of approximately \$575,000 and further asserts substantial monetary claims in an amount calculated as a royalty based on percentages of certain of our revenue streams.

We strongly dispute that the Fund has suffered any damages. We believe that we have strong defenses to the Fund's unwarranted monetary claims and will vigorously defend against them. The potential impact of an unfavorable outcome of the Fund's monetary claims on our financial condition, results of operations or liquidity cannot be determined at this time. However, if the Fund's legal basis for its monetary claims were to be accepted and approved by the Court, the impact could be material. A hearing has been scheduled on the Fund's claims for January 11, 2005.

Since November 2002 we have complied with an injunction entered in that suit barring us from using our former "wwf" website addresses and our former scratch logo. For additional information regarding the World Wide Fund for Nature legal proceedings, reference is made in the disclosure in Note 10 of Notes to Consolidated Financial Statements in our Annual Report on Form 10-K for the fiscal year ended April 30, 2004.

Item 9.01 Financial Statements and Exhibits

(a) Not applicable.

(b) Not applicable.

(c) Exhibits

99.1 Press Release dated November 8, 2004.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

WORLD WRESTLING ENTERTAINMENT, INC.

By: /s/ Edward L. Kaufman

Edward L. Kaufman
Executive Vice President and
General Counsel

Dated: November 8, 2004

EXHIBIT 99.1

FOR IMMEDIATE RELEASE CONTACT: GARY DAVIS

----- 203.353.5066

WORLD WIDE FUND FOR NATURE FILES CLAIM FOR DAMAGES

STAMFORD, Conn., November 8, 2004 -- World Wrestling Entertainment, Inc. ("WWE") today announced that the World Wide Fund for Nature (the "Fund") filed a claim for damages in the English High Court with respect to its suit initiated in April 2000 against WWE. The original suit alleged that WWE breached its 1994 agreement with the Fund regarding the use of the initials "wwf." In that suit the Fund sought injunctive relief and unspecified damages for those alleged breaches.

In its recent filing, the Fund seeks actual damages for legal and other costs of approximately \$575,000 and further asserts substantial monetary claims in an amount calculated as a royalty based on percentages of certain of our revenue streams. A hearing has been scheduled on the Fund's claims for January 11, 2005.

WWE strongly disputes that the Fund has suffered any damages, believes that it has strong defenses to the Fund's unwarranted monetary claims, and will vigorously defend against them.

Since November 2002 WWE has complied with an injunction entered in that suit barring WWE from using its former "wwf" website addresses and its former scratch logo.

World Wrestling Entertainment, Inc. is an integrated media and entertainment company headquartered in Stamford, Conn., with offices in New York City, Los Angeles, Toronto, and London.

Trademarks: The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc.

Forward-Looking Statements: This news release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include general market conditions, which could result in only a portion or none of the shares being registered to be offered and sold, the conditions of the markets for live events, broadcast television, cable television, pay-per-view, Internet, entertainment, professional sports, and licensed merchandise; acceptance of the Company's brands, media and merchandise within those markets; uncertainties relating to litigation; risks associated with producing live events both domestically and internationally; uncertainties associated with international markets; risks relating to maintaining and renewing key agreements, including television distribution agreements; and other risks and factors set forth from time to time in Company filings with the Securities and Exchange Commission. Actual results could differ materially from those currently expected or anticipated.