FORM 4	
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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).

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

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person [*]	2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer					
1 0		(Check all applicable)					
GOLDSMITH DONNA	WORLD WRESTLING						
	ENTERTAINMENTINC [WWE]	Director 10% Owner					
(Last) (First) (Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)	X_Officer (give title below) Other (specify below)					
		EVP, Consumer Products					
C/O WORLD WRESTLING	7/20/2006						
ENTERTAINMENT, INC., 1241 EAST							
MAIN STREET							
(Street)	4. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line)					
STAMFORD, CT 06902 (City) (State) (Zip)		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

	Tuble I tion De						.,	chentenning official		
1.Title of Security (Instr. 3)	2. Trans. Date	ns. Date 2A. Deemed 3. Trans. Code Execution Date, if any 3. Trans. Code			or Disposed of (D)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		7. Nature of Indirect Beneficial
			Code	v	Amount	(A) or (D)	Price		Direct (D) or Indirect (I) (Instr. 4)	
Class A Common Stock	7/20/2006		Α		20000 <u>(1)</u>	A	\$0	47118	D	
Class A Common Stock	7/21/2006		F		1994	D	\$16.50	45124	D	

Table II - Derivative Securities Beneficially Owned (e.g. , puts, calls, warrants, options, convertible securities)

2.	3. Trans.	3A. Deemed	4. Trans. C	Code	5. Number	of	6. Date Exer	cisable and	7. Titl	le and Amount of	8. Price of	9. Number of	10.	11. Nature
Conversion	Date	Execution	(Instr. 8)		Derivative	Securities	Expiration I	Date	Secur	ities Underlying	Derivative	derivative	Ownership	of Indirect
or Exercise		Date, if any			Acquired (A) or	-		Deriv	ative Security	Security	Securities	Form of	Beneficial
Price of		-			Disposed o	f (D)			(Instr.	. 3 and 4)	(Instr. 5)	Beneficially	Derivative	Ownership
Derivative					(Instr. 3, 4	and 5)						Owned	Security:	(Instr. 4)
Security												Following	Direct (D)	
							Date	Expiration		Amount or Number of		Reported	or Indirect	
							Exercisable	Date	Title	Shares		Transaction(s)	(I) (Instr.	
			Code	V	(A)	(D)						(Instr. 4)	4)	
	Conversion or Exercise Price of Derivative	Conversion Date or Exercise Price of Derivative	Conversion Date Execution or Exercise Date, if any Price of Derivative	Conversion or Exercise Date Date, if any Price of Derivative Security (Instr. 8)	Conversion or Exercise Price of Derivative Security	Conversion or Exercise Price of Derivative Security	Conversion or Exercise Price of Derivative Security Date, if any Date, if any (Instr. 8) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	Conversion or Exercise Price of Derivative Security Date, if any Date, if any Date Exercise Date, if any Date Exercise Date, if any Date Exercise Date	Conversion or Exercise Price of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Expiration Date Expiration Date Expiration Date Expiration Date Date Expiration Date Date Expiration Date Exercisable Date Exercis	Conversion or Exercise Price of Derivative Security Date, if any Price of Derivative Security Date, if any Date, if any Date Expiration Date Date Expiration Date Date Expiration Date Date Expiration Date Date Expiration Date Date Expiration Date	Conversion or Exercise Price of Derivative Security Date, if any (Instr. 8) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Expiration Date Securities Underlying Derivative Security (Instr. 3 and 4) Security Date Date Expiration Date Securities Curities (Instr. 3, 4 and 5) Date Expiration Date Securities Underlying Derivative Security (Instr. 3 and 4)	Conversion or Exercise Price of Derivative Security Date, if any (Instr. 8) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Expiration Date Securities Underlying Derivative Security (Instr. 5) Derivative Security (Instr. 5) Security Instr. 8) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Date Expiration Date Security (Instr. 5) Derivative Security (Instr. 5) Security Instr. 9 Date Expiration Date Title Amount or Number of Shares	Conversion or Exercise Price of Security Date (Instr. 8) Execution Date, if any (Instr. 8) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Expiration Date Securities Underlying Derivative Security (Instr. 3 and 4) Derivative Security Security (Instr. 5) Derivative Security Security Security Derivative Security Security Se	Conversion or Exercise Price of Derivative Securities Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Derivative Security (Instr. 3 and 4) Derivative Security (Instr. 3 and 4) Derivative Security (Instr. 5) Beneficially Owned Security: Following Direct (D) or Indirect (D

Explanation of Responses:

(1) Consists of restricted stock units, one-third of which will vest on each of the first three anniversaries of the grant date.

Reporting Owners

Reporting Owner Name / Address	Relationships							
Reporting Owner Walle / Address	Director	10% Owner	Officer	Other				
GOLDSMITH DONNA								
C/O WORLD WRESTLING ENTERTAINMENT, INC.			EVP, Consumer Products					
1241 EAST MAIN STREET								
STAMFORD, CT 06902								

Signatures

Donna Goldsmith

7/24/2006

** Signature of Reporting Person

Date

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

* 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).

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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