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)				
KURT SCHNEIDER	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, Marketing				
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 Hon De	in all to bee	un neres i te	equi	, cu, D15	jusca u	, 01 10	cheffelany owned		
1. Title of Security (Instr. 3)	2. Trans. Date	Execution (Instr. 8) o		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		30000 (1)	А	\$0	68333	D	
Class A Common Stock	7/21/2006		F		3614	D	\$16.50	64719	D	

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

2.	3. Trans.	3A. Deemed	4. Trans. C	ode	5. Number	of	6. Date Exer	cisable and	7. Titl	e and Amount of	8. Price of	9. Number of	10.	11. Nature		
Conversion	Date	Execution	(Instr. 8)		Derivative Securities		Derivative Securities Exp		Expiration Date		Securities Underlying		Derivative	derivative	Ownership	of Indirect
or Exercise		Date, if any			Acquired (A	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 a	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)			
	onversion Exercise rice of erivative	onversion Date Exercise rice of erivative	onversion Date Execution Exercise Date, if any rice of erivative	onversion Exercise rice of erivative ecurity	onversion Date Execution Date, if any ecurity	onversion Exercise rice of ecurity Date Execution Date, if any Date, if any Date, if any Date, if any Date, if any Disposed o (Instr. 8) Derivative Acquired (A Disposed o (Instr. 3, 4)	onversion Exercise rice of erivative ecurity entry	onversion Exercise rice of ervative ecurity Date Execution Date, if any Date, if any	onversion Exercise rice of erivative ecurity Date Execution Date, if any (Instr. 8) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Date Expiration Date Date Expiration Date Expiration Date	onversion Exercise rice of erivative ecurity Date Execution Date, if any Date, if any Date, if any Date, if any Derivative Derivative Content of Derivative Content of Disposed of (D) (Instr. 3, 4 and 5) Date Date Expiration Date Date Expiration Date Expiration Date Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date	onversion Exercise rice of erivative ecurity Execution Date, if any Date, if any Date, if any Date, if any Date, if any Date, if any Date, if any Derivative Control (Instr. 8) Derivative Securities (Instr. 8) Derivative Securities (Instr. 8) Derivative Securities (Instr. 3, 4 and 5) Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Date Expiration Control Cont	onversion Exercise rice of erivative ecurity Pate, if any Exercise ceurity Instr. 8) Derivative Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) Derivative Expiration Date Expiration Date Expiration Date Securities Underlying Derivative Security (Instr. 3 and 4) Derivative Security (Instr. 5) Derivative Security (Instr. 5) Derivative Security (Instr. 5) Derivative Security (Instr. 5) Derivative Security (Instr. 6) Date Expiration Date Expiration Date Expiration Date Security (Instr. 6) Derivative Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity Security (Instr. 7) Comparity (Instr. 7) Comparity (Instr. 7) Comparity (Instr. 7) Comparity Comparit	onversion Exercise rice of erivative ecurity	onversion Exercise rice of erivative ecurity		

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						
		10% Owner	Officer	Other				
KURT SCHNEIDER C/O WORLD WRESTLING ENTERTAINMENT, INC. 1241 EAST MAIN STREET STAMFORD, CT 06902			EVP, Marketing					

Signatures

Kurt Schneider

** Signature of Reporting Person

7/24/2006 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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