

FORM 4

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

OMB APPROVAL
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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 (Check all applicable)	
GOLDSMITH DONNA		WORLD WRESTLING ENTERTAINMENT INC [WWE]		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) EVP, Consumer Products	
(Last) (First) (Middle) C/O WORLD WRESTLING ENTERTAINMENT, INC., 1241 EAST MAIN STREET		3. Date of Earliest Transaction (MM/DD/YYYY) 10/23/2006			
(Street) STAMFORD, CT 06902		4. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)	
(City) (State) (Zip)				<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	10/23/2006		M		4375	A	\$12.90	44893	D	
Class A Common Stock	10/23/2006		M		2500	A	\$9.60	47393	D	
Class A Common Stock	10/23/2006		M		5000	A	\$13.45	52393	D	
Class A Common Stock	10/23/2006		S		1500	D	\$17.00	50893	D	
Class A Common Stock	10/23/2006		S		100	D	\$17.01	50793	D	
Class A Common Stock	10/23/2006		S		300	D	\$17.02	50493	D	
Class A Common Stock	10/23/2006		S		4200	D	\$17.05	46293	D	
Class A Common Stock	10/23/2006		S		1900	D	\$17.06	44392	D	
Class A Common Stock	10/23/2006		S		100	D	\$17.07	44292	D	
Class A Common Stock	10/23/2006		S		800	D	\$17.08	43492	D	
Class A Common Stock	10/23/2006		S		675	D	\$17.09	42817	D	
Class A Common Stock	10/23/2006		S		200	D	\$17.10	42617	D	
Class A Common Stock	10/23/2006		S		100	D	\$17.12	42517	D	
Class A Common Stock	10/23/2006		S		300	D	\$17.15	42217	D	
Class A Common Stock	10/23/2006		S		1700	D	\$17.17	40517	D	

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (Rights to Buy)	\$12.90	10/23/2006		M		4375		(1)	7/20/2009	Class A Common Stock	4375	(2)	15311	D	

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (Rights to Buy)	\$9.60	10/23/2006		M		2500		(3)	6/13/2008	Class A Common Stock	2500	(2)	3334	D	
Employee Stock Option (Rights to Buy)	\$13.45	10/23/2006		M		5000		(4)	6/4/2012	Class A Common Stock	5000	(2)	0	D	

Explanation of Responses:

- (1) 4,375 currently exercisable. Remaining options vest in equal monthly installments of 729 options.
- (2) N/A
- (3) 2,500 currently exercisable. Remaining options vest in equal monthly installments of 416 options.
- (4) Current.

Reporting Owners

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

Signatures

Donna Goldsmith

10/24/2006

**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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