FORM 4

[X] 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					
	WORLD WRESTLING	(Check all applicable)					
Vincent K. McMahon 2004 Irrevocable Trust	ENTERTAINMENTINC [WWE]	DirectorX 10% Owner					
(Last) (First) (Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)	Officer (give title below) Other (specify below)					
C/O WORLD WRESTLING	6/29/2007						
ENTERTAINMENT, INC., 1241 E.							
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

				-	-			-		
itle of Security	2. Trans. Date	2A. Deemed	3. Trans. Coo	ie	4. Securit	ies Acquir	ed (A)	5. Amount of Securities Beneficially Owned	6.	7. Nature
str. 3)		Execution	(Instr. 8)		or Dispos	ed of (D)		Following Reported Transaction(s)	Ownership	of Indirect
		Date, if any			(Instr. 3, 4	4 and 5)		(Instr. 3 and 4)	Form:	Beneficial
									Direct (D)	Ownership
									or Indirect	(Instr. 4)
						(A) or			(I) (Instr.	
			Code	V	Amount	(D)	Price		4)	
	Title of Security (str. 3)	istr. 3)		str. 3) Execution Date, if any (Instr. 8)	Execution Date, if any (Instr. 8)	str. 3) Execution Date, if any (Instr. 8) or Dispos	str. 3) Execution Date, if any (Instr. 8) or Disposed of (D) (Instr. 3, 4 and 5) (A) or	str. 3) Execution Date, if any (Instr. 8) or Disposed of (D) (Instr. 3, 4 and 5)	str. 3) Execution (Instr. 8) or Disposed of (D) Following Reported Transaction(s) Date, if any (Instr. 3, 4 and 5) (Instr. 3 and 4)	str. 3) Execution (Instr. 8) or Disposed of (D) Following Reported Transaction(s) Ownership Date, if any (Instr. 3) (Instr. 3, 4 and 5) (Instr. 3 and 4) Form: Direct (D) V (A) or (A) or (Instr. 3) (Instr. 3) (Instr. 3) (Instr. 3)

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

(Instr. 3)	Conversion or Exercise Price of Derivative	3. Trans. Date	4. Trans. Code (Instr. 8)		Deriva Acqui Dispos	mber of 6. Date Exercisable ar ative Securities ired (A) or sed of (D) . 3, 4 and 5)		Date	Securities Underlying Derivative Security		Derivative Security (Instr. 5)	Securities Beneficially Owned	Ownership Form of Derivative	11. Nature of Indirect Beneficial Ownership (Instr. 4)
	Security		Code	V	(A)	(D)	Date Exercisable	Expiration Date		Amount or Number of Shares		Following Reported Transaction(s) (Instr. 4)	Direct (D) or Indirect (I) (Instr. 4)	
Class B Common Stock, par value \$.01 per share (1)	\$0	6/29/2007	G (3)			3725466	6/2/2004 (<u>1</u>)	<u>(2)</u>	Class A Common Stock, par value \$.01 per share	3725466	\$0	0	D	

Explanation of Responses:

(1) Class B Common Stock is convertible at any time in to Class A Common Stock at the option of the holder.

(2) There is no expiration date.

(3) The gift is being reported early on a voluntary basis by the Reporting Person.

Remarks:

*As trustee of the Vincent K. McMahon 2004 Irrevocable Trust u/t/a dated June 24, 2004.

Reporting Owners

Reporting Owner Name / Address	Relationships					
Reporting Owner Name / Address	Director	10% Owner	Officer	Other		
Vincent K. McMahon 2004 Irrevocable Trust C/O WORLD WRESTLING ENTERTAINMENT, INC. 1241 E. MAIN STREET STAMFORD, CT 06902		X				

Signatures

/s/ Vincent K. McMahon*	7/6/2007
** 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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.