

# FORM 4

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

OMB APPROVAL  
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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).

## 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)	
<b>DUNN KEVIN</b>		<b>WORLD WRESTLING ENTERTAINMENT INC [ WWE ]</b>		<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> <b>X</b> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>EVP, Television Production</b>	
(Last) (First) (Middle)		3. Date of Earliest Transaction (MM/DD/YYYY)			
<b>C/O WORLD WRESTLING ENTERTAINMENT, INC., 1241 EAST MAIN STREET</b>		<b>3/12/2008</b>			
(Street)		4. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)	
<b>STAMFORD, CT 06902</b>				<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)					

**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	3/12/2008		M		1250	A	\$9.60	151036 (1)	D	
Class A Common Stock	3/12/2008		M		10416	A	\$12.90	161452	D	
Class A Common Stock	3/12/2008		S		716	D	\$18.58	160736	D	
Class A Common Stock	3/12/2008		S		9700	D	\$18.65	151036	D	
Class A Common Stock	3/12/2008		S		500	D	\$18.70	150536	D	
Class A Common Stock	3/12/2008		S		12000	D	\$18.73	138536	D	
Class A Common Stock	3/12/2008		S		1250	D	\$18.81	137286	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	3/12/2008		M		1250		(2)	6/13/2008	Class A Common Stock	1250	(3)	0	D	
Employee Stock Option (Rights to Buy)	\$12.90	3/12/2008		M		10416		(4)	7/20/2009	Class A Common Stock	10416	(3)	5209	D	

**Explanation of Responses:**

- (1) Includes 1,719 shares representing dividend accruals not previously reported because they are exempt under Section 16.
- (2) Current.
- (3) N/A
- (4) 10,416 currently exercisable. Remaining vest in equal monthly installments of 1,041 options.

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

DUNN KEVIN  
C/O WORLD WRESTLING ENTERTAINMENT, INC.  
1241 EAST MAIN STREET  
STAMFORD, CT 06902

EVP, Television Production

**Signatures**

**Kevin Dunn**

**3/13/2008**

—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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