

[] 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.  | 2. Issuer Name and Ticker or Trading Symbol  |   |                                       |      |   |                    |   |   | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) |   |   |   |  |
|---|---|-------------------|----------------------------------|---|---|--|---|---------------------------------------|------|---|--------------------|---|---|---|---|---|---|--|
| ixannowski Dilan                                      |   |                   |                                  |   |   | WORLD WRESTLING<br>ENTERTAINMENTINC   WWE    |   |                                       |      |   |                    |   | Director 10% Owner  |   |   |   |   |  |
| (Last)  | (Last) (First) (Middle)                                   |                   |                                  |   | 3.  | 3. Date of Earliest Transaction (MM/DD/YYYY) |   |                                       |      |   |                    |   | X _ Officer (give title below) Other (specify below) EVP, Digital Media |   |   |   |   |  |
| C/O WORLD WRESTLING<br>ENTERTAINMENT, INC., 1241 EAST |   |                   |                                  |   |   | 7/21/2010                                    |   |                                       |      |   |                    |   |   |   |   |   |   |  |
| MAIN STRI   |   | , 11 (0.,         |                                  | 11101                                   |   |  |   |                                       |      |   |                    |   |   |   |   |   |   |  |
| (Street)  |   |                   |                                  | 4.                                      | 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 |   |   |   |   |   |  |
|   | ,   | )                 |                                  | I - Nor                                 | 1-Dei   | rivati                                       | ive Sec   | urities Ac                            | quir | ed, Di  | sposed o           | f, or   | Ben   | eficially Own   | ed  |   |   |  |
| 1. Title of Security (Instr. 3) 2. Trans. I           |   |                   | Date                             | 2A. Deemed<br>Execution<br>Date, if any |   | 3. Trans. Co<br>(Instr. 8)                   | de 4. Securities Acquor Disposed of (D<br>(Instr. 3, 4 and 5) |                                       |      | (A) 5. Amount of Securi<br>Following Reported<br>(Instr. 3 and 4) |                    | ities Beneficially Owned<br>Transaction(s)  |   | Ownership of Form:  | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |   |   |  |
|   |   |                   |                                  |   |   |  |   | Code                                  | V    | Amour   | (A) or (D)         | Pric  | e   |   |   |   | or Indirect<br>(I) (Instr.<br>4)                | (Instr. 4)   |
| Class A Common Stock 7/21/2010                        |   |                   |                                  | 010                                     |   |  | F   |                                       | 7710 | D   | \$16.0             | 8   | 45916 ( <u>1)</u>   |   | D   |   |   |  |
|   | Tak   | ole II - De       | rivative                         | Secur                                   | ities ]   | Bene   | ficially  | Owned (                               | e.g. | , puts  | , calls, w         | arrai   | nts, o  | options, conve  | rtible sec  | urities)  |   |  |
| 1. Title of Derivate<br>Security<br>(Instr. 3)        | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative | 3. Trans.<br>Date | 3A. Dee<br>Execution<br>Date, if | on (Ir                                  | (Instr. 8)  |  | 5. Numb<br>Derivati<br>Acquired<br>Disposed<br>(Instr. 3,     | ve Securities<br>I (A) or<br>I of (D) |      | 6. Date Exercisable and<br>Expiration Date                        |                    | 7. Title and<br>Securities U<br>Derivative S<br>(Instr. 3 and                           |   | Jnderlying Derivative<br>Security Security                              |   | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned | Ownership<br>Form of<br>Derivative<br>Security: | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|   | Security  |                   |                                  | Coo                                     | Code  | v  | (A)   | (D)                                   | Date | e<br>rcisable   | Expiration<br>Date | Title   | Amo<br>Shar   | ount or Number of   |   | Following<br>Reported<br>Transaction(s)<br>(Instr. 4)             | Direct (D)<br>or Indirect<br>(I) (Instr.<br>4)  |  |

#### **Explanation of Responses:**

(1) Includes 2,512 restricted stock units that have accrued as dividends and 1,101 shares purched under the Company's Employee Stock Purchase Plan, which were not previously reported because they are exempt from the provisions of Section 16.

### **Reporting Owners**

| Reporting Owner Name / Address          |          | ationships |                    |       |
|---|----------|------------|--------------------|-------|
| Reporting Owner Name / Address          | Director | 10% Owner  | Officer            | Other |
| Kalinowski Brian                        |          |            |                    |       |
| C/O WORLD WRESTLING ENTERTAINMENT, INC. |          |            | EVD D:=:4-1 M-3:-  |       |
| 1241 EAST MAIN STREET                   |          |            | EVP, Digital Media | L .   |
| STAMFORD, CT 06902                      |          |            |                    |       |

#### **Signatures**

Brian Kalinowski 7/22/2010

\*\*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.