KAUFMAN EDWARD L

Form 4

Stock

Class A Common

Stock

12/14/2006

December 15, 2006

OMB APPROVAL UNITED STATES SECURITIES AND EXCHANGE COMMISSION OMB 3235-0287 Washington, D.C. 20549 Number: Check this box January 31, Expires: if no longer 2005 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF subject to Estimated average **SECURITIES** Section 16. burden hours per Form 4 or response... 0.5 Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction 1(b). (Print or Type Responses) 1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading KAUFMAN EDWARD L Issuer Symbol WORLD WRESTLING (Check all applicable) ENTERTAINMENTINC [WWE] (Last) (First) (Middle) 3. Date of Earliest Transaction Director 10% Owner X_ Officer (give title Other (specify (Month/Day/Year) below) C/O WORLD WRESTLING 12/14/2006 EVP, General Counsel ENTERTAINMENT, INC., 1241 EAST MAIN STREET (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting STAMFORD, CT 06902 (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 1.Title of 2. Transaction Date 2A. Deemed 3. 4. Securities Acquired 5. Amount of 6. Ownership 7. Nature of Transaction(A) or Disposed of (D) Form: Direct Indirect Security (Month/Day/Year) Execution Date, if Securities (Instr. 3) Code (Instr. 3, 4 and 5) Beneficially (D) or Beneficial (Month/Day/Year) (Instr. 8) Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported (A) Transaction(s) (Instr. 3 and 4) Code V Amount (D) Price Class A Common 12/14/2006 M 4,167 Α \$ 9.6 47,337 (1) D Stock Class A Common 12/14/2006 S 300 47,037 D

S

400

D

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Class A Common Stock	12/14/2006	S	700	D	\$ 16.77	45,937	D
Class A Common Stock	12/14/2006	S	1,800	D	\$ 16.78	44,137	D
Class A Common Stock	12/14/2006	S	1,900	D	\$ 16.79	42,237	D
Class A Common Stock	12/14/2006	S	1,251	D	\$ 16.8 4	40,986	D
Class A Common Stock	12/14/2006	S	400	D	\$ 16.81	40,586	D
Class A Common Stock	12/14/2006	S	467	D	\$ 16.82	40,119	D
Class A Common Stock	12/14/2006	S	2,300	D	\$ 16.83	37,819	D
Class A Common Stock	12/14/2006	S	100	D	\$ 16.84	37,719	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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

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Shares

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

KAUFMAN EDWARD L C/O WORLD WRESTLING ENTERTAINMENT, INC. 1241 EAST MAIN STREET STAMFORD, CT 06902

EVP, General Counsel

Signatures

Edward L. Kaufman 12/15/2006

**Signature of Date
Reporting Person

Explanation of Responses:

- * 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).
- (1) Includes 1,082 shares acquired through the Company's Employee Stock Purchase Plan and dividend accruals not previously reported because they are exempt under Section 16.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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