

WORLD WRESTLING ENTERTAINMENTINC  
 Form 4  
 October 03, 2013

**FORM 4**

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

OMB APPROVAL  
 OMB Number: 3235-0287  
 Expires: January 31, 2015  
 Estimated average burden hours per response... 0.5

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, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Levesque Stephanie

2. Issuer Name and Ticker or Trading Symbol  
 WORLD WRESTLING ENTERTAINMENTINC [WWE]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 10/01/2013

\_\_\_\_ Director  
 Officer (give title below)  
 \_\_\_\_ 10% Owner  
 \_\_\_\_ Other (specify below)  
 EVP, Creative

C/O WORLD WRESTLING ENTERTAINMENT, INC., 1241 EAST MAIN STREET

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 \_\_\_\_ Form filed by More than One Reporting Person

STAMFORD, CT 06902

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3)                 | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction 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  |  |   |
| Class A Common Stock, par value \$.01 per share | 10/01/2013                           |  | S <sup>(1)</sup>               |   | \$ 42,183   | D  | By Trust <sup>(2)</sup>                               |
|   |                                      |  |                                |   | <sup>(3)</sup> 10.55  |  |   |
| Class A Common Stock, par value \$.01 per share | 10/02/2013                           |  | M                              |   | 505,000   | A  | By Trust <sup>(2)</sup>                               |
|   |                                      |  |                                |   | <sup>(4)</sup> 517,817  |  |   |

|   |            |                  |        |   |                           |                   |   |                        |
|---|------------|------------------|--------|---|---------------------------|-------------------|---|------------------------|
| Class A<br>Common<br>Stock, par<br>value \$.01<br>per share | 10/02/2013 | S <sup>(1)</sup> | 46,462 | D | \$<br>10.89<br><u>(5)</u> | 471,355           | I | By Trust<br><u>(2)</u> |
| Class A<br>Common<br>Stock, par<br>value \$.01<br>per share |            |                  |        |   |                           | 51,945 <u>(6)</u> | D |                        |

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

**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.**

SEC 1474  
(9-02)

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)                       | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4, and<br>5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |  |                                  |
|---|--|---|---|--------------------------------------|---|--|---|--|----------------------------------|
|   |  |   |   | Code                                 | V (A) (D)   | Date<br>Exercisable  | Expiration<br>Date  | Title  | Amount or<br>Number of<br>Shares |
| Class B<br>Common<br>Stock, par<br>value<br>\$.01 per<br>share <u>(7)</u> | \$ 0   | 10/02/2013                              |   | M                                    | 505,000   | <u>(8)</u>   | <u>(8)</u>  | Class A<br>Common<br>Stock, par<br>value<br>\$.01 per<br>share | 505,000                          |
| Class B<br>Common<br>Stock, par<br>value<br>\$.01 per<br>share <u>(7)</u> | \$ 0   |   |   |                                      |   | <u>(8)</u>   | <u>(8)</u>  | Class A<br>Common<br>Stock, par<br>value<br>\$.01 per<br>share | 1,849,393                        |

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other  
EVP, Creative

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

## Signatures

/s/ Paul C. Cancilla, Attorney-in-Fact for Stephanie  
Levesque

10/03/2013

\_\_Signature of Reporting Person

Date

## 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).
- The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on March 28, 2013, which adoption was publicly disclosed by the Issuer in a Form 8-K filed with the Securities and Exchange Commission on April 1, 2013.
- (1) Stephanie Levesque is the sole beneficiary and Investment Director of the Stephanie McMahon Levesque Trust U/A Vincent K. McMahon Irrev. Trust dtd. 6/24/04 ("2004 Trust"). As Investment Director, Stephanie Levesque has sole voting and investment power and authority over shares of WWE stock held by the 2004 Trust.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$10.15 to \$10.77, inclusive. The reporting person undertakes to provide to World Wrestling Entertainment, Inc., any security holder of World Wrestling Entertainment, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnotes (3) and (5) to this Form 4.
- (3) Stephanie Levesque converted 505,000 shares of Class B Common Stock into 505,000 shares of Class A Common Stock on October 2, 2013.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$10.69 to \$10.98, inclusive.
- (5) Excludes securities owned by filer's husband, the beneficial ownership of which is reported separately by the filer's husband and disclaimed by the filer.
- (6) Class B Common Stock is convertible at any time into Class A Common Stock at the option of the holder.
- (7) N/A
- (8) Stephanie Levesque is the beneficiary and Investment Director of the Stephanie McMahon Levesque Trust u/a Vincent K. McMahon Irrev. Trust dtd. 12/23/2008 ("2008 Trust"). As Investment Director, Stephanie Levesque has sole investment power and authority over shares of WWE stock held by the 2008 Trust.
- (9)

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.