

DESPEAUX KIMBERLY H  
Form 3  
July 19, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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 * Â DESPEAUX KIMBERLY H (Last) (First) (Middle)	2. Date of Event Requiring Statement (Month/Day/Year) 07/07/2010	3. Issuer Name and Ticker or Trading Symbol ENTERGY CORP /DE/ [ETR]	4. Relationship of Reporting Person(s) to Issuer  (Check all applicable)  <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer <input checked="" type="checkbox"/> Other (give title below) (specify below) "Officer" Under Sec. 16 Rules	5. If Amendment, Date Original Filed(Month/Day/Year)
-----------------------------------------------------------------------------------------------	------------------------------------------------------------------------	------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------

C/O ENTERGY CORPORATION LEGAL DEPT., Â 639 LOYOLA AVENUE, 26TH FLOOR  
(Street)

NEW ORLEANS, Â LA Â 70113  
(City) (State) (Zip)

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

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	3,990	I	By 401(k)

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

SEC 1473 (7-02)

**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.**

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

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership (Instr. 5)
-----------------------------------------------	-------------------------------------------------------------	------------------------------------------------------------------	---------------------------	----------------------	----------------------------------------------------------

Edgar Filing: DESPEAUX KIMBERLY H - Form 3

	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (Right to Buy)	Â (1)	01/25/2011	Common Stock	9,134	\$ 37	D	Â
Employee Stock Option (Right to Buy)	Â (1)	02/11/2012	Common Stock	14,600	\$ 41.69	D	Â
Employee Stock Option (Right to Buy)	Â (1)	01/30/2013	Common Stock	3,000	\$ 44.45	D	Â
Employee Stock Option (Right to Buy)	Â (1)	03/02/2014	Common Stock	3,200	\$ 58.6	D	Â
Employee Stock Option (Right to Buy)	Â (1)	01/27/2015	Common Stock	4,200	\$ 69.47	D	Â
Employee Stock Option (Right to Buy)	Â (1)	01/26/2016	Common Stock	4,500	\$ 68.89	D	Â
Employee Stock Option (Right to Buy)	Â (1)	01/25/2017	Common Stock	4,500	\$ 91.82	D	Â
Employee Stock Option (Right to Buy)	Â (2)	01/24/2018	Common Stock	7,000	\$ 108.2	D	Â
Employee Stock Option (Right to Buy)	Â (3)	01/29/2019	Common Stock	5,600	\$ 77.53	D	Â
Employee Stock Option (Right to Buy)	Â (4)	01/28/2020	Common Stock	8,500	\$ 77.1	D	Â

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director 10% Owner Officer Other

DESPEAUX KIMBERLY H  
C/O ENTERGY CORPORATION LEGAL DEPT.  
639 LOYOLA AVENUE, 26TH FLOOR  
NEW ORLEANS, LA 70113

Â      Â      Â      "Officer" Under Sec. 16 Rules

## Signatures

/s/ Edna M. Chism by power of attorney

07/19/2010

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(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).

## Edgar Filing: DESPEAUX KIMBERLY H - Form 3

- (1) The reporting person may exercise the options at any time.
- (2) 4,666 of the options may be exercised by the reporting person at any time. The remaining 2,334 will become exercisable on January 24, 2011.
- (3) 1,866 of the options may be exercised by the reporting person at any time. The remaining 3,734 will vest in two equal installments on January 29, 2011 and January 29, 2012.
- (4) The options will become exercisable in three equal annual installments beginning January 28, 2011.

Â

### Remarks:

Remarks:Â Â ExhibitÂ List:Â Â ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

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.