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WORLD WRESTLING ENTERTAINMENTINC  
Form 8-K  
November 09, 2004

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 29, 2004

World Wrestling Entertainment, Inc.

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(Exact name of registrant as specified in its charter)

Delaware	000-27639	04-2693383
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(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

1241 East Main Street, Stamford, CT 06902

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(Address of principal executive offices) (Zip code)

Registrant's telephone number, including area code: (203) 352-8600

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2.):

- / / Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- / / Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- / / Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- / / Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01. Other Events.

On October 29, 2004, the World Wide Fund for Nature (the "Fund") filed a claim for damages in the English High Court with respect to its suit initiated in April 2000 against us originally seeking injunctive relief and unspecified damages for alleged breaches of a 1994 agreement between the Fund and us regarding the use of the initials "wwf." The Fund in its recent filing seeks actual damages for legal and other costs of approximately \$575,000 and further asserts substantial monetary claims in an amount calculated as a royalty based on percentages of certain of our revenue streams.

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We strongly dispute that the Fund has suffered any damages. We believe that we have strong defenses to the Fund's unwarranted monetary claims and will vigorously defend against them. The potential impact of an unfavorable outcome of the Fund's monetary claims on our financial condition, results of operations or liquidity cannot be determined at this time. However, if the Fund's legal basis for its monetary claims were to be accepted and approved by the Court, the impact could be material. A hearing has been scheduled on the Fund's claims for January 11, 2005.

Since November 2002 we have complied with an injunction entered in that suit barring us from using our former "wwf" website addresses and our former scratch logo. For additional information regarding the World Wide Fund for Nature legal proceedings, reference is made in the disclosure in Note 10 of Notes to Consolidated Financial Statements in our Annual Report on Form 10-K for the fiscal year ended April 30, 2004.

Item 9.01 Financial Statements and Exhibits

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits

99.1 Press Release dated November 8, 2004.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

WORLD WRESTLING ENTERTAINMENT, INC.

By: /s/ Edward L. Kaufman

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Edward L. Kaufman  
Executive Vice President and  
General Counsel

Dated: November 8, 2004