

DESPEAUX KIMBERLY H
Form 3
July 19, 2010

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

OMB APPROVAL

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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)
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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)

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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)
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	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 <u>(1)</u>	01/25/2011	Common Stock	9,134	\$ 37	D	Â
Employee Stock Option (Right to Buy)	Â <u>(1)</u>	02/11/2012	Common Stock	14,600	\$ 41.69	D	Â
Employee Stock Option (Right to Buy)	Â <u>(1)</u>	01/30/2013	Common Stock	3,000	\$ 44.45	D	Â
Employee Stock Option (Right to Buy)	Â <u>(1)</u>	03/02/2014	Common Stock	3,200	\$ 58.6	D	Â
Employee Stock Option (Right to Buy)	Â <u>(1)</u>	01/27/2015	Common Stock	4,200	\$ 69.47	D	Â
Employee Stock Option (Right to Buy)	Â <u>(1)</u>	01/26/2016	Common Stock	4,500	\$ 68.89	D	Â
Employee Stock Option (Right to Buy)	Â <u>(1)</u>	01/25/2017	Common Stock	4,500	\$ 91.82	D	Â
Employee Stock Option (Right to Buy)	Â <u>(2)</u>	01/24/2018	Common Stock	7,000	\$ 108.2	D	Â
Employee Stock Option (Right to Buy)	Â <u>(3)</u>	01/29/2019	Common Stock	5,600	\$ 77.53	D	Â
Employee Stock Option (Right to Buy)	Â <u>(4)</u>	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).

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- (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.

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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.

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