

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 * | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| Â DESPEAUX KIMBERLY H (Last) (First) (Middle) | (Month/Day/Year) 07/07/2010 | ENTERGY CORP /DE/ [ETR] | | |

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

(Check all applicable)

Director 10% Owner
 Officer Other
(give title below) (specify below)
"Officer" Under Sec. 16 Rules

NEW ORLEANS,Â LAÂ 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 (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).

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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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