

Brown Marcus V  
Form 3  
February 06, 2012

**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 Brown Marcus V  
(Last) (First) (Middle)

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

(Street)

NEW ORLEANS, Â LA Â 70113

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
01/27/2012

3. Issuer Name and Ticker or Trading Symbol  
ENTERGY CORP /DE/ [ETR]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
Senior V.P. & General Counsel

5. 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

**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                    | 2,022   | D  | Â   |
| Common Stock                    | 495   | 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)**

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| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 3. Title and Amount of<br>Securities Underlying<br>Derivative Security<br>(Instr. 4) |                                  | 4. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 5. Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 5) | 6. Nature of Indirect<br>Beneficial Ownership<br>(Instr. 5) |
|---|--|--------------------|--|----------------------------------|--|--|---|
|   | Date<br>Exercisable  | Expiration<br>Date | Title  | Amount or<br>Number of<br>Shares |  |  |   |
| Employee Stock Option<br>(Right to Buy)       | Â <u>(1)</u>   | 01/27/2015         | Common<br>Stock  | 667                              | \$ 69.47   | D  | Â   |
| Employee Stock Option<br>(Right to Buy)       | Â <u>(1)</u>   | 01/26/2016         | Common<br>Stock  | 1,667                            | \$ 68.89   | D  | Â   |
| Employee Stock Option<br>(Right to Buy)       | Â <u>(1)</u>   | 01/25/2017         | Common<br>Stock  | 3,500                            | \$ 91.82   | D  | Â   |
| Employee Stock Option<br>(Right to Buy)       | Â <u>(1)</u>   | 01/24/2018         | Common<br>Stock  | 4,300                            | \$ 108.2   | D  | Â   |
| Employee Stock Option<br>(Right to Buy)       | Â <u>(1)</u>   | 01/29/2019         | Common<br>Stock  | 5,000                            | \$ 77.53   | D  | Â   |
| Employee Stock Option<br>(Right to Buy)       | Â <u>(2)</u>   | 01/28/2020         | Common<br>Stock  | 7,500                            | \$ 77.1  | D  | Â   |
| Employee Stock Option<br>(Right to Buy)       | Â <u>(3)</u>   | 01/27/2021         | Common<br>Stock  | 2,800                            | \$ 72.79   | D  | Â   |
| Employee Stock Option<br>(Right to Buy)       | Â <u>(4)</u>   | 01/26/2022         | Common<br>Stock  | 4,600                            | \$ 71.3  | D  | Â   |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                                 |       |
|---|---------------|-----------|---------------------------------|-------|
|   | Director      | 10% Owner | Officer                         | Other |
| Brown Marcus V<br>C/O ENTERGY CORPORATION LEGAL DEPT.<br>639 LOYOLA AVENUE, 26TH FLOOR<br>NEW ORLEANS, LA 70113 | Â             | Â         | Â Senior V.P. & General Counsel | Â     |

## Signatures

/s/ Daniel T. Falstad by power of attorney 02/06/2012

\*\*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).

(1) The reporting person may exercise the option at any time.

(2) 5,000 of the options may be exercised by the reporting person at any time. The remaining 2,500 options will become exercisable on January 28, 2013.

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- (3) 933 of the options may be exercised by the reporting person at any time. The remaining 1,867 options will vest in two equal installments on January 27, 2013 and January 27, 2014.
- (4) The options will become exercisable in three equal installments beginning on January 26, 2013.

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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