

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

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Brown Marcus V C/O ENTERGY CORPORATION LEGAL DEPT. 639 LOYOLA AVENUE, 26TH FLOOR 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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