

ENTERGY CORP /DE/

Form 4

May 05, 2016

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN 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

## OMB APPROVAL

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**WEST RODERICK K**

(Last) (First) (Middle)

**C/O ENTERGY CORPORATION  
LEGAL DEPARTMENT, 639  
LOYOLA AVENUE, 26TH FLOOR**

(Street)

**NEW ORLEANS, LA 70113**

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
**05/03/2016**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title below) \_\_\_\_ Other (specify below)  
**EVP & Chief Admin. Officer**

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	05/03/2016		M	40,000	A \$ 64.6 69,223 <sup>(1)</sup>	D	
Common Stock	05/03/2016		S	40,000	D \$ 75.77 29,223 <sup>(2)</sup>	D	
Common Stock	05/03/2016		M	24,000	A \$ 63.17 53,223	D	
Common Stock	05/03/2016		S	24,000	D \$ 75.75 29,223 <sup>(3)</sup>	D	

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Common Stock 2,971 I By 401(k)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 64.6	05/03/2016		M	40,000	(4) 01/31/2023	Common Stock 40,000
Employee Stock Option (Right to Buy)	\$ 63.17	05/03/2016		M	24,000	(5) 01/30/2024	Common Stock 24,000

## Reporting Owners

Reporting Owner Name / Address	Relationships
WEST RODERICK K C/O ENTERGY CORPORATION LEGAL DEPARTMENT 639 LOYOLA AVENUE, 26TH FLOOR NEW ORLEANS, LA 70113	Director 10% Owner Officer EVP & Chief Admin. Officer

## Signatures

/s/ Daniel T. Falstad by power of attorney 05/05/2016

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(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) Includes 136 shares of Entergy common stock acquired under a dividend reinvestment provision of Entergy Corporation's 2011 Equity Ownership Plan.

The price reported in column 4 is a weighted average price. The shares were sold in multiple transactions ranging from \$75.71 to \$75.84.
- (2) The reporting person undertakes to provide to Entergy, any security holder of Entergy or the staff of the Securities and Exchange Commission ("SEC"), upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.

The price reported in column 4 is a weighted average price. The shares were sold in multiple transactions ranging from \$75.69 to \$75.78.
- (3) The reporting person undertakes to provide to Entergy, any security holder of Entergy or the staff of the SEC, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.
- (4) The options vested in three equal annual installments on January 23, 2014, 2015 and 2016.
- (5) The options vested in two equal annual installments on January 30, 2015 and 2016.

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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