### Edgar Filing: Herron John T - Form 4

| Form 4  | 1                                       |  |   |  |          |   |  |  |   |  |
|---|---|--|---|--|----------|---|--|--|---|--|
| October 16, 2   | 2012                                    |  |   |  |          |   |  |  |   |  |
| FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION   |   |  |   |  |          |   |  | OMB APPROVAL                           |   |  |
|   | UNITED                                  |  | SECURITIES AND EXCHANGE COMMIS<br>Washington, D.C. 20549  |  |          |   |  | OMB<br>Number:                         | 3235-0287   |  |
| Check thi<br>if no long<br>subject to<br>Section 1<br>Form 4 or<br>Form 5<br>obligation<br>may cont<br><i>See</i> Instru<br>1(b). | 6.<br>Filed pur<br>Section 17(a         | suant to Section a) of the Public  | CHANGES IN BENEFICIAL OWNERSHIP OF<br>SECURITIES<br>action 16(a) of the Securities Exchange Act of 1934,<br>ablic Utility Holding Company Act of 1935 or Sectio<br>f the Investment Company Act of 1940 |  |          |   |  |  | January 31,<br>2005<br>Estimated average<br>burden hours per<br>esponse 0.5 |  |
| (Print or Type F  | Responses)                              |  |   |  |          |   |  |  |   |  |
| 1. Name and A<br>Herron John  | Symbo                                   | 2. Issuer Name <b>and</b> Ticker or Trading<br>Symbol<br>ENTERGY CORP /DE/ [ETR] |   |  |          | 5. Relationship of Reporting Person(s) to<br>Issuer<br>(Check all applicable)                               |  |  |   |  |
| (Last)<br>C/O ENTER<br>LEGAL DE<br>AVENUE   | (Month<br>ГІОN 10/15,                   | 3. Date of Earliest Transaction<br>(Month/Day/Year)<br>10/15/2012                |   |  |          | Director 10% Owner<br>X Officer (give title Other (specify<br>below) below)<br>President & CEO, Nuc Ops/CNO |  |  |   |  |
|   | (Street)                                | nendment, Da<br>Ionth/Day/Year   | -   | 1  |          | 6. Individual or Joint/Group Filing(Check<br>Applicable Line)<br>_X_ Form filed by One Reporting Person     |  |  |   |  |
| NEW ORLE  | EANS, LA 70113                          |  |   |  |          |   | Form filed by M<br>Person  | lore than One Re                       | porting   |  |
| (City)  | (State)                                 | (Zip) Ta   | ble I - Non-D   | erivative  | Secur    | ities Acq   | uired, Disposed of   | , or Beneficial                        | ly Owned  |  |
| 1.Title of<br>Security<br>(Instr. 3)  | 2. Transaction Date<br>(Month/Day/Year) |  | 3.<br>f Transactic<br>Code  | 3.4. Securities AcquiredTransaction(A) or Disposed of (D)Code(Instr. 3, 4 and 5) |          |   | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or |   |  |
| Common<br>Stock   | 10/15/2012                              |  | Code V<br>M   | Amount 2,050   | (D)<br>A | Price<br>\$<br>44.45  | (1180. 3 and 4)  | D                                      |   |  |
| Common<br>Stock   | 10/15/2012                              |  | S <u>(1)</u>  | 1,560  | D        | \$<br>69.32<br>(2)  | 8,578  | D                                      |   |  |

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<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transacti<br>Code<br>(Instr. 8) | 5. Number<br>on f Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |  |
|---|---|---|---|---------------------------------------|---|--|--------------------|---|--|
|   |   |   |   | Code V                                | (A) (D)   | Date<br>Exercisable  | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy)    | \$ 44.45  | 10/15/2012                              |   | М                                     | 2,050   | (3)  | 01/30/2013         | Common<br>Stock   | 2,050                                  |

## **Reporting Owners**

| Reporting Owner Name / Address  | Relationships |           |                              |       |  |  |  |
|---|---------------|-----------|------------------------------|-------|--|--|--|
|   | Director      | 10% Owner | Officer                      | Other |  |  |  |
| Herron John T<br>C/O ENTERGY CORPORATION LEGAL DE<br>639 LOYOLA AVENUE<br>NEW ORLEANS, LA 70113 | EPT.          |           | President & CEO, Nuc Ops/CNO |       |  |  |  |
| Signatures  |               |           |                              |       |  |  |  |
| /s/ Daniel T. Falstad by power or attorney  | 10/16/2012    |           |                              |       |  |  |  |
| **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) The sale reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on February 10, 2012.

The price reported in column 4 is a weighted average price. The shares were sold in multiple transactions ranging from \$69.28 to \$69.56.(2) The reporting person undertakes to provide to Entergy, any security holder of Entergy or the staff of the Securities and Exchange

Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.(3) The options vested in three equal annual installments on January 30, 2004, 2005 and 2006.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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