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Description

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On May 6, 2002, the World Wrestling Federation (WWF) changed both its company name and the name of its wrestling promotion to World Wrestling Entertainment (WWE) after the company lost a lawsuit initiated by the World Wildlife Fund over the WWF trademark.

While the World Wrestling Federation claims to have been the leader in "sports entertainment for over fifty years," the WWF really was formed in the early 1980s when Vince McMahon Jr. took over his ailing father's regional wrestling promotion and transformed it into an international marketing success story. McMahon Jr. is credited with taking professional wrestling out of the "smoke-filled arenas" and putting it on the map as family entertainment.

McMahon's father started the WWF (then called the WWWF) in 1963, breaking away from the National Wrestling Alliance over disagreements about the booking of the World Champion. McMahon Sr.'s home base was New York's Madison Square Garden, and he ran shows all along the East Coast. Playing to the heavy ethnic composition of his customers, he installed Italian strongman Bruno Sammartino as his World Champion, and the promotion was off and running. McMahon Sr. pioneered the big event card, holding two successful shows at Shea Stadium, both headlined by Sammartino. By the early 1980s, McMahon Jr., who had been working for his father as an announcer but was posed for something bigger for the business, had taken over the promotion. (McMahon told New York magazine that he "fell in love with it from the first contact.") Eventually buying out his father's stock in the parent company, Capital Sports, he changed the name to Titan Sports and proceeded to revolutionize wrestling.

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