

= Unforgiven ( 2007 ) =

Unforgiven ( 2007 ) was the tenth annual Unforgiven pay @-@ per @-@ view event produced by World Wrestling Entertainment ( WWE ) . It took place on September 16 , 2007 , from the FedExForum in Memphis , Tennessee and featured talent from the Raw , SmackDown , and ECW brands .

The main match on the SmackDown brand was The Undertaker versus Mark Henry , which Undertaker won by pinfall after executing a Last Ride . The predominant match on the Raw brand was John Cena versus Randy Orton for the WWE Championship ; Cena lost the match by disqualification but retained the title . The primary match on the ECW brand was CM Punk versus Elijah Burke for the ECW Championship , which Punk won after pinning Burke with a rolling cradle . The featured matches on the undercard included The Great Khali versus Batista versus Rey Mysterio in a Triple Threat match for the World Heavyweight Championship and Triple H versus Carlito in a match where Carlito could not be disqualified .

The event had 210 @,@ 000 buys , down from the Unforgiven 2006 figure of 289 @,@ 000 buys .

= = Background = =

The main feud heading into Unforgiven on the SmackDown brand was between The Undertaker and Mark Henry . Their rivalry started in early 2006 when Henry 's interference caused Undertaker to lose a match for the World Heavyweight Championship against Kurt Angle . This culminated in a Casket match at WrestleMania 22 which Undertaker won , extending his WrestleMania winning streak to 14 ? 0 . On the May 11 , 2007 episode of SmackDown , Henry , who made his return from an injury he sustained in mid @-@ 2006 , assaulted The Undertaker after Undertaker had retained the World Heavyweight Championship against Batista in a Steel Cage match . Following the assault , Edge cashed in his Money in the Bank contract to defeat Undertaker and win the World Heavyweight Championship . As a result , Undertaker was out of action for four months . In August , vignettes started airing about Undertaker 's return and his match with Henry at Unforgiven .

The main feud on the Raw brand was between John Cena and Randy Orton for the WWE Championship . Cena had retained the title against Orton at SummerSlam . The following night on Raw , Orton demanded a rematch for the title , but his request was declined by General Manager William Regal . Orton proceeded his demands to Mr. McMahon , who also refused to give him a rematch unless he proved himself . That night , Orton interfered in Cena 's match by assaulting Cena and kicking Cena 's father , who was at ringside , in the head . The following week , Orton was granted a title rematch against Cena at Unforgiven .

The main feud on the ECW brand was between CM Punk and Elijah Burke over the ECW Championship . The rivalry started on the September 11 , 2007 episode of ECW on Sci Fi , when Burke became the number one contender to the title . After the fact was revealed , Punk dropkicked Burke . Later that same night , Punk teamed up with Stevie Richards in the main event against Burke and Kevin Thorn , which saw Punk and Richards win the match .

The secondary feud on the SmackDown brand was between The Great Khali , Batista and Rey Mysterio for the World Heavyweight Championship . After Batista was unable to win the World Heavyweight Championship from Khali at SummerSlam , he participated in a tournament in which he lost to Mysterio , the eventual winner . As a result , Mysterio got a title shot against Khali at Unforgiven . On the September 7 , 2007 episode of SmackDown , after Mysterio defeated Chavo Guerrero in an " I Quit " match , Khali put Mysterio in a Khali Vise Grip . Batista made the save , and as a result , he was made a part of the match , making it a Triple Threat match at Unforgiven .

= = Event = =

Before the event began , Kane defeated Kenny Dykstra in a dark match .

= = = Preliminary matches = = =

The first match was for the ECW Championship between CM Punk and Elijah Burke . Punk won the match after pinning Burke with a rolling cradle . As a result , Punk retained the ECW Championship .

Next was a match for the WWE Tag Team Championship between Matt Hardy and Montel Vontavious Porter ( MVP ) against Deuce ' n Domino , who dominated early in the match and mocked the champions because of their rivalry over the WWE United States Championship , which MVP held . Deuce N ' Domino took the advantage of Hardy and MVP 's fight with each other and isolated Hardy . Hardy tossed MVP out of the ring and delivered a Twist of Fate to Deuce followed by a pinfall victory . As a result , MVP and Matt Hardy retained the WWE Tag Team Championship .

The third match was between Triple H and Carlito in which Carlito could not be disqualified . Carlito took advantage of the situation as he could use any weapon . He attacked Triple H several times with steel chairs , and threw powder in his eyes . With the referee distracted , a blinded Triple H struck Carlito with a low blow followed by a Pedigree , leading to Triple H pinning Carlito to win the match .

The next match was for the WWE Women 's Championship between Candice Michelle and Beth Phoenix . Phoenix was in control early in the match . When Phoenix had Candice on her shoulders , Candice reversed the attack and pinned Phoenix with a crucifix . As a result , Michelle won the match , and retained the WWE Women 's Championship .

= = = Main event matches = = =

The fifth match was a Triple Threat match for the World Heavyweight Championship between The Great Khali , Batista and Rey Mysterio . Late in the match , Mysterio performed a 619 onto Khali , and attempted to score the pinfall . Batista , however , pulled Mysterio off of Khali and threw him out of the ring . Batista picked Khali up and delivered a spinebuster . Batista then pinned Khali to win the match . As a result , Batista became the new World Heavyweight Champion .

The following match was for the World Tag Team Championship between the team of Lance Cade and Trevor Murdoch and the team of Paul London and Brian Kendrick . Cade and Murdoch had the advantage over London and Kendrick early on . At one point , Murdoch pulled Kendrick outside of the ring , over the top rope , and threw him into Cade , who performed a sitout spinebuster onto Kendrick . London tried to help his partner until Cade superplexed him over the top rope . Murdoch took the advantage and pinned Kendrick for the win . As a result , Lance Cade and Trevor Murdoch retained the World Tag Team Championship .

The seventh match was for the WWE Championship between John Cena and Randy Orton . Cena entered the ring with rage and started beating on Orton until Orton struck Cena down . Orton covered Cena , but he could only get a two count . Cena angrily lost his control and started beating Orton . The referee Mike Chioda tried to stop Cena from continuously punching Orton , but Cena continued and was disqualified . Therefore , Orton won the match , but not the title , because a title changes hands only by pinfall or submission . As a result , John Cena retained the WWE Championship . Outside the ring , Cena put Orton in the STFU while Cena 's father kicked in the head of Orton in the same way as Orton had kicked in his head on a previous episode of Raw . After the match , Jonathan Coachman booked John Cena in a Last Man Standing match against Orton for the WWE Championship at No Mercy .

The main event was between The Undertaker and Mark Henry . During the match , Henry hit Undertaker with a series of splashes and superplexes , but Undertaker was able to continue fighting in the match . Henry put Undertaker in the bear hug but Undertaker broke the hold . In the end , Undertaker delivered a Last Ride to Henry from the top rope . Undertaker then pinned Henry to win the match .

= = Aftermath = =

Lance Cade and Trevor Murdoch continued to feud with Paul London and Brian Kendrick while Jeff

Hardy got involved in a rivalry with Mr. Kennedy . At No Mercy , London and Kendrick teamed up with Hardy to take on the team of Cade , Murdoch and Kennedy in a six @-@ man tag team match . Cade , Murdoch and Kennedy won the match after Kennedy delivered a Green Bay Plunge to London . On the September 17 episode of Raw , Candice Michelle and Mickie James defeated Melina and Jillian in a tag team match . Beth Phoenix was at ringside during the match At No Mercy , Candice and Phoenix had a rematch for the Women 's Championship , which Phoenix won to capture the title .

On the September 18 episode of ECW on Sci Fi , General Manager Armando Estrada announced an " Elimination Chase " to determine the number one contender for the ECW Championship at No Mercy . The first match involved Elijah Burke , Kevin Thorn , Tommy Dreamer and Stevie Richards . Burke eliminated Richards from the Elimination Chase after pinning him . In the second round , which was held on the September 25 episode of ECW on Sci Fi , Burke went on to eliminate Kevin Thorn in a Triple Threat match after pinning him . On the October 2 episode of ECW on Sci Fi , Tommy Dreamer and Elijah Burke faced each other in the final match of the tournament . Dreamer won the final match after a DDT and was made the number one contender for the title until Estrada came and said that Elimination Chase was not over . He announced that Big Daddy V would be the final man in the Elimination Chase . Big Daddy V defeated Dreamer and became the number one contender to the ECW Championship . At No Mercy , CM Punk defended the ECW Championship against Big Daddy V and retained the title after Big Daddy V got disqualified .

On the September 21 episode of SmackDown , Michael Cole interviewed Rey Mysterio until John " Bradshaw " Layfield ( JBL ) said that he would conduct the interview instead . JBL claimed that he was the best wrestler ever and insulted Mysterio . Mysterio attacked JBL and challenged him to a fight until JBL introduced Finlay as Mysterio 's opponent . Finlay attacked Mysterio with a shillelagh , which started a feud between the two . Finlay and Mysterio faced each other at No Mercy in a match which was fought to no contest . Also on the September 21 episode of SmackDown , the new World Heavyweight Champion Batista faced Mark Henry in a non @-@ title match which Batista won by disqualification . Henry was disqualified after The Great Khali interfered and attacked Batista . After the match , Khali performed a Khali Vise Grip on Batista and challenged him to a Punjabi Prison match for the World Heavyweight Championship . At No Mercy , the two faced each other in a Punjabi Prison match for the World Heavyweight Championship , which Batista won to retain the title .

John Cena and Randy Orton continued their feud over the WWE Championship , as the two were scheduled to compete in a Last Man Standing match for the title . The match , however , never occurred . On the October 1 episode of Raw , Cena defeated Mr. Kennedy in a non @-@ title match . After the match , Orton attacked Cena and then counted to ten , which Cena was unable to answer to . Cena was legitimately injured in the match , and as a result , the following night on ECW on Sci Fi , Mr. McMahon vacated the WWE Championship because Cena 's right pectoral tendon was legitimately torn while executing a hip toss during his match with Kennedy . At No Mercy , Mr. McMahon entered the ring and said that a new WWE Champion was to be crowned , and Orton was crowned as champion , but he was challenged by Triple H for the title on the spot . Triple H , however , defeated Orton to win the WWE Championship , but later that same night , Triple H lost the title to Orton back in a Last Man Standing match after a title defense against Umaga , who he was booked to face in a standard wrestling match .

= = Results = =