

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>Finigan Barbara</u> (Last) (First) (Middle) <u>C/O HASBRO, INC</u> <u>1011 NEWPORT AVENUE</u> (Street) <u>PAWTUCKET RI 02862</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>HASBRO INC [HAS]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SVP, Chief Legal Officer & Sec</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>08/30/2011</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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 (A) 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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock (Par Value \$.50 per share)	08/30/2011		M		2,258	A	\$27.095	12,760.289	D	
Common Stock (Par Value \$.50 per share)	08/30/2011		M		4,538	A	\$22.73	17,298.289	D	
Common Stock (Par Value \$.50 per share)	08/30/2011		M		2,969	A	\$31.625	20,267.289	D	
Common Stock (Par Value \$.50 per share)	08/30/2011		S		9,765	D	\$38	10,502.289	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Option (Right to Buy) ⁽¹⁾	\$27.095	08/30/2011		M			2,258	(2)	02/12/2015	Common Stock	2,258	\$0	0	D	
Option (Right to Buy) ⁽¹⁾	\$22.73	08/30/2011		M			4,538	(3)	05/20/2016	Common Stock	4,538	\$0	4,538	D	
Option (Right to Buy) ⁽¹⁾	\$31.625	08/30/2011		M			2,969	(4)	02/03/2017	Common Stock	2,969	\$0	5,937	D	

Explanation of Responses:

- These options were granted pursuant to employee stock option plans in accordance with Rule 16b-3 and have tandem tax withholding rights.
- These options fully vested on February 13, 2011.
- 4,538 of the options vested on May 21, 2011 and 4,538 of the options will vest on May 21, 2012.
- 2,969 of the options vested on February 4, 2011, 2,968 of the options will vest on February 4, 2012 and 2,969 of the options will vest on February 4, 2013.

Mary Zeh, P/O/A for Barbara Finigan 09/01/2011

** Signature of Reporting Person Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.