FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

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

	or Se	ction 30(n) of t	ne investment Company Act of 19	940				
1. Name and Address of Reporting Person* Tinga Wiebe 2. Date of Event Requiring Statement (Month/Day/Year) 02/06/2013		ement 1	3. Issuer Name and Ticker or Trading Symbol HASBRO INC [HAS]					
(Last) (First) (Midd	lle)		Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner		er (N	5. If Amendment, Date of Original Filed (Month/Day/Year)		
1011 NEWPORT AVENUE			X Officer (give title Other (specify below) below)		, lo	6. Individual or Joint/Group Filing (Check Applicable Line)		
(Street)			Chief Commercial	Officer		X Form filed b	y One Reporting Person	
PAWTUCKET RI 0280	52		Form filed by More than One Reporting Person					
(City) (State) (Zip)								
	Table I - No	n-Derivati	ve Securities Beneficiall	y Owned				
1. Title of Security (Instr. 4)			Amount of Securities eneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) 4. Nature of Indirect Beneficial Owner (Instr. 5)		Beneficial Ownership		
Common Stock (Par Value \$.50 per		28,667	D					
			Securities Beneficially onts, options, convertible		s)			
1. Title of Derivative Security (Instr. 4)	2. Date Exe Expiration I (Month/Day		d 3. Title and Amount of Securities Underlying Derivative Security (Ins		4. Conversion	se Form:	6. Nature of Indirect Beneficial Ownership (Instr. 5)	
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Price of Derivative Security	Direct (D) or Indirect (I) (Instr. 5)		
Stock Option (Right to Buy)(1)	(2)	05/23/2014	Common Stock	43,203	32.425	D		
Stock Option (Right to Buy)(1)	(3)	02/15/2015	Common Stock	48,148	27.095	D		
Stock Option (Right to Buy) ⁽¹⁾	(4)	05/20/2016	Common Stock	21,006	22.73	D		
Stock Option (Right to Buy)(1)	(5)	02/03/2017	Common Stock	46,992	31.625	D		
Stock Option (Right to Buy)(1)	(6)	02/08/2018	Common Stock	28,844	45.66	D		
Stock Option (Right to Buy)(1)	(7)	02/07/2019	Common Stock	65,000	36.135	D		

Explanation of Responses:

- 1. These options were granted pursuant to employee stock option plans in accordance with Rule 16b-3 and have tandem tax withholding rights.
- $2.\ 14,\!401\ of\ the\ options\ became\ exercisable\ on\ each\ of\ May\ 24,\ 2008,\ May\ 24,\ 2009\ and\ May\ 24,\ 2010.$
- 3. 2,716 of the options became exercisable on February 13, 2009 and 22,716 of the options became exercisable on each of February 13, 2010 and February 13, 2011.
- $4.\,503\ of\ the\ options\ became\ exercisable\ on\ May\ 21,\ 2011\ and\ 20,503\ of\ the\ options\ became\ exercisable\ on\ May\ 21,\ 2012.$
- 5. 15,664 of the options became exercisable on each of February 4, 2011, February 4, 2012 and February 4, 2013.
- 6. 9,615 of options became exercisable on February 9, 2012. 9,615 of the options will become exercisable on February 9, 2013 and 9,614 of the options will become exercisable on February 9, 2014.
- 7. 21,667 of the options will become exercisable on each of February 8, 2013 and February 8, 2014. 21,666 of the options will become exercisable on February 8, 2015.

Tarrant Sibley, P/O/A for

02/11/2013

Wiebe Tinga

** 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 5 (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.

- I, Wiebe Tinga, hereby constitute and appoint each of Tarrant Sibley, Cynthia McMakin and Mary Zeh, acting individually as my true and lawful attorneysin-fact, with full power and authority as described herein, on my behalf and in my name, place and stead to:
- (1) prepare, execute, acknowledge, deliver and file with the United States Securities and Exchange Commission and any stock exchanges, for and on my behalf, in my capacity as an officer and/or director of Hasbro, Inc. (the "Company"), and with respect to the securities of the Company, Forms 3, 4 and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934, as amended, and the rules thereunder (collectively the "Exchange Act"), all to the extent deemed necessary and advisable by such attorneys-in-fact;
- (2) do and perform any and all acts for and on my behalf that may be necessary or desirable to complete and execute any such Forms 3, 4 or 5 and timely file such forms with the United States Securities and Exchange Commission and any stock exchange or similar authority, including without limitation, to apply for EDGAR filing codes for me and to take such steps as are necessary to maintain such EDGAR filing codes; and
- (3) seek or obtain, as my representative and on my behalf, information with respect to transaction in the Company's securities from any third party, including brokers, employee benefit plan administrators and trustees, and I hereby authorize any such person to release any such information to the attorneys-in-fact and approve and ratify such release of information; and
- (4) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorneys-in-fact, may be to my benefit, in my best interest, or that I am legally required to do, it being understood that the documents executed by such attorneys-in-fact on my behalf pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorneys-in-act may approve in such attorney-in-fact's discretion.
- I hereby grant to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as I might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorneys-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted.
- I hereby acknowledge that (i) this Power of Attorney authorizes, but does not require, the attorney-in-fact to act in his or her discretion on information provided to the attorney-in-fact without independent verification, (ii) the attorneys-in-fact, in serving in such capacity at my request, are not assuming, nor is the Company assuming, any of my responsibilities to comply with Section 16 of the Exchange Act, as amended, or the rules and regulations promulgated thereunder, and are not assuming any liabilities for either my responsibilities to comply with the requirements of the Exchange Act or for any liability for profit disgorgement under Section 16(b) of the Exchange Act and (iii) any documents prepared and/or received by the attorneys-in-fact on my behalf will be in such form and will contain such information as the attorney-in-fact, in his or her discretion,

deems necessary or advisable.

This Power of Attorney shall remain in full force and effect until I am no longer required to file Forms 3, 4 and 5 with respect to my holdings of and transactions in Company securities or security-based swap agreements, unless I earlier revoke it in a signed writing delivered to the attorneys-in-act.

IN WITNESS WHEREOF, I have caused this Power of Attorney to be executed as of this 6th day of February, 2013.

/s/ W	iebe Ti	nga	
Signa	ture		
Wiebe	Tinga		
Print	Name		