

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

| | | |
|--|--|---|
| 1. Name and Address of Reporting Person* <u>GOLDNER BRIAN</u> (Last) (First) (Middle) C/O HASBRO INC 1027 NEWPORT AVENUE (Street) PAWTUCKET RI 02861 (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) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Chairman & CEO |
| | 3. Date of Earliest Transaction (Month/Day/Year) <u>02/26/2018</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) | 02/26/2018 | | A ⁽¹⁾ | | 90,220 | A | \$0 | 148,025 | D | |
| Common Stock (Par Value \$.50 per share) | 02/26/2018 | | F ⁽²⁾ | | 40,906 | D | \$98.13 | 107,119 | D | |
| Common Stock (Par Value \$.50 per share) | 02/26/2018 | | G ⁽³⁾ | V | 49,314 | D | \$0 | 57,805 | D | |
| Common Stock (Par Value \$.50 per share) | 02/26/2018 | | G ⁽³⁾ | V | 49,314 | A | \$0 | 959,027.32 | I ⁽⁴⁾ | By the Brian D. Goldner Trust |
| Common Stock (Par Value \$.50 per share) | | | | | | | | 29,588.233 | I ⁽⁴⁾ | By the Barbara S. Goldner Trust |

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 | | Date Exercisable | Expiration Date | | | | | |

Explanation of Responses:

- Shares were earned under a contingent stock performance award granted February 11, 2015 based upon Hasbro's achievements of stated financial goals over a three year performance period that ended with fiscal 2017.
- This represents payment of tax withholding using share withholding in connection with the payout under the above contingent stock performance award.
- This transaction involved a gift of securities by the Reporting Person to the Brian D. Goldner Trust.
- Mr. Goldner disclaims beneficial ownership of all of these shares except to the extent of his proportionate pecuniary interest therein.

Tarrant Sibley, P/O A Brian Goldner 02/28/2018

** 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.