

**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	
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1. Name and Address of Reporting Person * <u>HASSENFELD ALAN G</u>  (Last) (First) (Middle)  (Street)  (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 <input checked="" type="checkbox"/> 10% Owner  Officer (give title below) <input checked="" type="checkbox"/> Other (specify below)  <p style="text-align: center;"><b>Chairman</b></p>
	3. Date of Earliest Transaction (Month/Day/Year) <u>07/31/2007</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)	07/31/2007		M		50,000	A	\$24.875	5,854,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		3,000	D	\$28.48	5,851,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		3,000	D	\$28.5	5,848,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		5,000	D	\$28.79	5,843,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		6,000	D	\$28.55	5,837,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		3,000	D	\$28.12	5,834,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		3,000	D	\$28.13	5,831,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		3,000	D	\$28.06	5,828,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		18,000	D	\$28.75	5,810,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		3,000	D	\$28.8	5,807,222	D	
Common Stock (Par value \$.50 per share)	07/31/2007		S		3,000	D	\$28.46	5,804,222	D	
Common Stock (Par value \$.50 per share)	08/01/2007		M		10,000	A	\$24.875	5,814,222	D	
Common Stock (Par value \$.50 per share)	08/01/2007		S		2,000	D	\$28.2	5,812,222	D	
Common Stock (Par value \$.50 per share)	08/01/2007		S		2,000	D	\$28.25	5,810,222	D	
Common Stock (Par value \$.50 per share)	08/01/2007		S		4,000	D	\$28.3	5,806,222	D	
Common Stock (Par value \$.50 per share)	08/01/2007		S		2,000	D	\$28.4	5,804,222	D	
Common Stock (Par value \$.50 per share)								279,892	I <sup>(1)</sup>	As Trustee of the Stephen Hassenfeld Charitable Lead Trust.
Common Stock (Par value \$.50 per share)								154,216	I <sup>(1)</sup>	As Trustee of the Sylvia Hassenfeld Trust.
Common Stock (Par value \$.50 per share)								7,640,921	I <sup>(1)</sup>	As Trustee of the Merrill Hassenfeld Trust.
Common Stock (Par value \$.50 per share)								829,347	I <sup>(1)</sup>	As Trustee of a Trust for the benefit of himself.

**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	Amount or Number of Shares				
Option (Right to Buy) <sup>(2)</sup>	\$24.875	07/31/2007		M			50,000	(3)	04/22/2008	Common Stock	50,000	\$0	10,000	D	
Option (Right to Buy) <sup>(2)</sup>	\$24.875	08/01/2007		M			10,000	(3)	04/22/2008	Common Stock	10,000	\$0	0	D	

**Explanation of Responses:**

- Mr. Hassenfeld disclaims beneficial ownership of all of these shares except to the extent of his proportionate pecuniary interest therein.
- These options were granted pursuant to an employee stock option plan in compliance with Rule 16b-3 and have tandem tax withholding rights.
- These options vested in cumulative installments of 33 1/3% on each of the first three anniversaries of the date of grant, which grant date was, April 23, 1998.

Tarrant Sibley, p/o/a for Alan G. Hassenfeld      08/02/2007

\*\* 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.

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