

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of Earliest Event Reported): December 9, 2010

HASBRO, INC.

(Exact name of registrant as specified in its charter)

RHODE ISLAND ----- (State of Incorporation)	1-6682 ----- (Commission File Number)	05-0155090 ----- (IRS Employer Identification No.)
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1027 NEWPORT AVE., PAWTUCKET, RHODE ISLAND ----- (Address of Principal Executive Offices)	02862 ----- (Zip Code)
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(401) 431-8697

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 3.01 Notice of Delisting or Failure to Satisfy a Continued Listing Rule or Standard; Transfer of Listing.

On December 9, 2010, Hasbro, Inc. (the "Company") provided written notice to the New York Stock Exchange (the "NYSE") that the Company plans to voluntarily transfer its listing to the NASDAQ Global Select Market ("NASDAQ"). The Company's common stock, par value \$.50 per share, has been approved for listing on NASDAQ and is expected to commence trading on NASDAQ on or about December 21, 2010 under the Company's current trading symbol "HAS". The Company expects trading to cease on the NYSE effective at the close of business on December 20, 2010.

A copy of the press release issued by the Company on December 9, 2010 is attached hereto as Exhibit 99.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

99 Press Release, dated December 9, 2010.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HASBRO, INC.

(Registrant)

Date: December 9, 2010

By: /s/ Deborah Thomas

Deborah Thomas
Chief Financial Officer

HASBRO, INC.
Current Report on Form 8-K
Dated December 9, 2010

Exhibit Index

Exhibit No.

Exhibit

99 Press Release, dated December 9, 2010.

For Immediate Release

December 9, 2010

Contacts:

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(Investor Relations)
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Hasbro Announces Move to NASDAQ Global Select Market

Company's Ticker Symbol to Remain "HAS"

Pawtucket, RI (December 9, 2010) – [Hasbro, Inc.](#) (NYSE: HAS) today announced that it will voluntarily transfer its stock exchange listing from The New York Stock Exchange to The NASDAQ Global Select Market, an exchange of The NASDAQ OMX Group Inc. (NASDAQ: NDAQ). The Company expects trading to commence on the NASDAQ on December 21, 2010, and Hasbro stock will continue to be listed under the ticker symbol "HAS".

"The decision to transfer our stock listing reflects our strategy of re-imagining our business to maximize value for our shareholders," said Deb Thomas, Hasbro's Chief Financial Officer. "The NASDAQ and its listed companies are indicative of the innovation and forward-thinking Hasbro prides itself on. We are confident that the technology platforms, services and support of NASDAQ will best support Hasbro's continued growth as a branded play company."

"NASDAQ OMX is proud to welcome such an imaginative and innovative company such as Hasbro to our exchange," said Bruce Aust, Executive Vice President, Global Corporate Client Group, NASDAQ OMX. "The company has an in-depth understanding of how to develop innovative, versatile and immersive entertainment experiences across all of its world class brands. Hasbro's on-going focus on re-imagining, re-inventing and re-igniting these brands ensures that they will be right at home with all the other dynamic, forward-thinking companies that chose to list on NASDAQ."

About Hasbro

[Hasbro, Inc.](#) (NYSE:HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on

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