

HASBRO INC  
Form 4  
July 25, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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 OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**GOLDNER BRIAN**

(Last) (First) (Middle)  
**C/O HASBRO INC, 1027  
NEWPORT AVENUE**  
  
(Street)

**PAWTUCKET, RI 02862**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**HASBRO INC [HAS]**

3. Date of Earliest Transaction  
(Month/Day/Year)  
**07/24/2013**

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**President and CEO**

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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 \$0.50 per share) | 07/24/2013                           |  | M                              |   | 397,614   | A  | \$ 22.73  |
| Common Stock (Par Value \$0.50 per share) | 07/24/2013                           |  | S                              |   | 312,614   | D  | \$ 47.2033  |

|   |            |                  |   |        |   |      |                           |                  |   |
|---|------------|------------------|---|--------|---|------|---------------------------|------------------|---|
| Common<br>Stock<br>(Par<br>Value<br>\$.50 per<br>share) | 07/24/2013 | G <sup>(2)</sup> | V | 85,000 | D | \$ 0 | 57,805.0001               | D                |   |
| Common<br>Stock<br>(Par<br>Value<br>\$.50 per<br>share) | 07/24/2013 | G <sup>(2)</sup> | V | 85,000 | A | \$ 0 | 351,882.3209              | I <sup>(4)</sup> | By the<br>Brian D.<br>Goldner<br>Trust      |
| Common<br>Stock<br>(Par<br>Value<br>\$.50 per<br>share) |            |                  |   |        |   |      | 16,657.956 <sup>(3)</sup> | I <sup>(4)</sup> | By the<br>Barbara<br>S.<br>Goldner<br>Trust |

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

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4, and<br>5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                 |                                  |
|---|--|---|---|--------------------------------------|---|--|---|-----------------|----------------------------------|
|   |  |   |   | Code                                 | V (A) (D)   | Date<br>Exercisable  | Expiration<br>Date  | Title           | Amount or<br>Number of<br>Shares |
| Option<br>(Right to<br>Buy) <sup>(5)</sup>          | \$ 22.73   | 07/24/2013                              |   | M                                    | 397,614   | <sup>(6)</sup>   | 05/20/2016  | Common<br>Stock | 397,614                          |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                   |       |
|---------------------------------|---------------|-----------|-------------------|-------|
|                                 | Director      | 10% Owner | Officer           | Other |
| GOLDNER BRIAN<br>C/O HASBRO INC | X             |           | President and CEO |       |

1027 NEWPORT AVENUE  
PAWTUCKET, RI 02862

## Signatures

Tarrant Sibley P/O/A for Brian D.  
Goldner

07/25/2013

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* 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).  
The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$ 46.85 to \$ 47.80, inclusive. The reporting person undertakes to provide to Hasbro, Inc., any security holder of Hasbro, Inc. or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote (1).
  - (1) This transaction involved a gift of securities by the Reporting Person to the Brian D. Goldner Trust.
  - (2) Share totals have been updated to reflect shares acquired pursuant to dividend reinvestment plan.
  - (3) Mr. Goldner disclaims beneficial ownership of all of these shares except to the extent of his proportionate pecuniary interest therein.
  - (4) These options were granted pursuant to an employee stock option plan in compliance with Rule 16b-3 and have tandem tax withholding rights.
  - (5) 33 1/3% of the options became exercisable on each of May 20, 2010, May 20, 2011 and May 20, 2012.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.