

HASSENFELD ALAN G
 Form 4
 August 25, 2008

FORM 4

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

OMB APPROVAL

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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 *
 HASSENFELD ALAN G

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 08/21/2008

Director 10% Owner
 Officer (give title below) Other (specify below)

(Street)

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

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

(City) (State) (Zip)

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 Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock (Par value \$.50 per share)	08/21/2008		M	225,000 A	\$ 35.4063	6,031,255	D
Common Stock (Par value \$.50 per share)	08/21/2008		M	90,000 A	\$ 32.1875	6,121,255	D

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Common Stock (Par value \$.50 per share)	08/21/2008	M	70,000	A	\$ 15.2188	6,191,255	D	
Common Stock (Par value \$.50 per share)	08/21/2008	M	66,400	A	\$ 16.335	6,257,655	D	
Common Stock (Par value \$.50 per share)	08/21/2008	S	451,400	D	\$ 36.2254	5,806,255	D	
Common Stock (Par value \$.50 per share)						254,892	I ⁽¹⁾	As Trustee of the Stephen Hassenfeld Charitable Lead Trust.
Common Stock (Par value \$.50 per share)						154,216	I ⁽¹⁾	As Trustee of the Sylvia Hassenfeld Trust.
Common Stock (Par value \$.50 per share)						7,380,921	I ⁽¹⁾	As Trustee of the Merrill Hassenfeld Trust.
Common Stock (Par value \$.50 per share)						829,347	I ⁽¹⁾	As Trustee of a Trust for the benefit of himself.

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

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- (3) 20 % of the options become exercisable on the first anniversary of the date of grant and an additional 20% of the options become exercisable on each anniversary of the date of grant thereafter. Date of grant was May 11, 1999.
- (4) 33 1/3 of the options become exercisable on the first anniversary of the date of grant and an additional 33 1/3 of the options become exercisable on each anniversary of the date of grant thereafter. Date of grant was May 11, 1999.
- (5) 33 1/3 of the options become exercisable on the first anniversary of the date of grant and an additional 33 1/3 of the options become exercisable on each anniversary of the date of grant thereafter. Date of grant was February 10, 2000.
- (6) 33 1/3 of the options become exercisable on the first anniversary of the date of grant and an additional 33 1/3 of the options become exercisable on each anniversary of the date of grant thereafter. Date of grant was April 25, 2002.

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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