

HASBRO INC  
Form 4  
July 26, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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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 \*  
**NAGLER BARRY**

(Last) (First) (Middle)  
**C/O HASBRO, INC., 1011  
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)  
**07/22/2010**

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)  
**SVP, Chief Legal Officer & Sec**

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 Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock (Par Value \$0.50 per share)	07/22/2010		M		53,100	A	\$ 32.425
							113,922
Common Stock (Par value \$0.50 per share)	07/22/2010		S		53,100	D	\$ 40.2512
							(1) 60,822
Common Stock (Par value \$0.50 per share)	07/23/2010		M		1,624	A	\$ 32.425
							62,446

per share)

Common Stock (Par value \$.50 per share) 07/23/2010 M 24,603 A \$ 22.73 87,049 D

Common Stock (Par value \$.50 per share) 07/23/2010 S 26,227 D \$ 40.5 60,822 D

Common Stock (Par value \$.50 per share) 12 I As custodian for the account of his daughter

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

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SEC 1474 (9-02)

**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 Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Option (Right to Buy) <sup>(2)</sup>	\$ 32.425	07/22/2010		M	53,100	<sup>(3)</sup> 05/23/2014	Common Stock	53,100
Option (Right to Buy) <sup>(2)</sup>	\$ 32.425	07/23/2010		M	1,624	<sup>(3)</sup> 05/23/2014	Common Stock	1,624
Option (Right to Buy) <sup>(2)</sup>	\$ 22.73	07/23/2010		M	24,603	<sup>(4)</sup> 05/20/2016	Common Stock	24,603

