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HASBRO INC

Reported by

HASSENFELD ALAN G

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 11/04/10 for the Period Ending 11/02/10

Address	1027 NEWPORT AVE P O BOX 1059 PAWTUCKET, RI 02861
Telephone	4014318697
CIK	0000046080
Symbol	HAS
SIC Code	3944 - Games, Toys, and Children's Vehicles, Except Dolls and Bicycles
Industry	Recreational Products
Sector	Consumer Cyclical
Fiscal Year	12/31

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FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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

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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(f) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
HASSENFELD ALAN G (Last) (First) (Middle)	**HASBRO INC [HAS]**	__ **X** __ Director __ **X** __ 10% Owner _____ Officer (give title below) _____ Other (specify below)
C/O HASSENFELD FAMILY INITIATIVES LLC, 101 DYER STREET, SUITE 401 (Street)	3. Date of Earliest Transaction (MM/DD/YYYY) **11/2/2010**	
PROVIDENCE, RI 02903 (City) (State) (Zip)	4. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line) _ **X** _ 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. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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)	**11/2/2010**		**M**		**62500**	**A**	**$20.4325**	**74882**	**D**	
Common Stock (Par Value $.50 per share)	**11/2/2010**		**S**		**62500**	**D**	**$47.0919** (1)	**12382**	**D**	
Common Stock (Par Value $.50 per share)								**154216**	**I** (2)	**As Trustee of the Sylvia Hassenfeld Trust**
Common Stock (Par Value $.50 per share)								**6950921**	**I** (2)	**As Trustee of the Merrill Hassenfeld Trust**
Common Stock (Par Value $.50 per share)								**5643064**	**I** (2)	**As Trustee of Trusts for the benefit of himself**

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		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 of Derivative Security: 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) (3)	**$20.4325**	**11/2/2010**		**M**			**62500**	(4)	**5/19/2011**	**Common Stock**	**62500**	**$0**	**62500**	**D**	

Explanation of Responses:

(1) The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from $47.035 to $47.16 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 range set forth in this footnote (1).

(2) Mr. Hassenfeld disclaims beneficial ownership of all of these shares except to the extent of his proportionate pecuniary interest therein.

(3) These options were granted pursuant to an employee stock option plan in compliance with Rule 16b-3 and have tandem tax withholding rights.

(4) 33 1/3% of the options became exercisable on the first anniversary of the date of grant, which grant date was May 20, 2004. An additional 33 1/3% of the options became exercisable on each anniversary of the date of grant thereafter.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HASSENFELD ALAN G **C/O HASSENFELD FAMILY INITIATIVES LLC** **101 DYER STREET, SUITE 401** **PROVIDENCE, RI 02903**	**X**	**X**		

Signatures

Tarrant Sibley, P/O/A for Alan G. Hassenfeld — ** Signature of Reporting Person

11/4/2010 — 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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