

HASBRO INC
Reported by
HASSENFELD ALAN G

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 08/31/17 for the Period Ending 08/29/17

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 Toys & Juvenile Products
Sector Consumer Cyclical
Fiscal Year 12/27

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 or
Section 30(h) 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		HASBRO INC [HAS]		<input checked="checked" type="checkbox"/> Director <input type="checkbox"/> 10% Owner	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)		<input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)
C/O HASSENFELD FAMILY INITIATIVES LLC, 101 DYER STREET, SUITE 401				8/29/2017	
(Street)		4. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)	
PROVIDENCE, RI 02903				<input checked="checked" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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. 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)								29140	D		
Common Stock (Par Value \$.50 per share)	8/29/2017		S	(2)	81545	D	\$94.8739	(4)	7034296	I (1)	As one of the Trustees of Trusts for the benefit of himself
Common Stock (Par Value \$.50 per share)	8/29/2017		S	(3)	40181	D	\$94.8739	(4)	1609995	I (1)	As one of the Trustees of the Ellen H. Block Trust
Common Stock (Par Value \$.50 per share)	8/30/2017		S	(2)	93622	D	\$95.1771	(5)	6940674	I (1)	As one of the Trustees of Trusts for the benefit of himself
Common Stock (Par Value \$.50 per share)	8/30/2017		S	(3)	45895	D	\$95.1771	(5)	1564100	I (1)	As one of the Trustees of the Ellen H. Block Trust
Common Stock (Par Value \$.50 per share)	8/30/2017		S	(2)	467	D	\$95.5747	(6)	6940207	I (1)	As one of the Trustees of Trusts for the benefit of himself
Common Stock (Par Value \$.50 per share)	8/30/2017		S	(3)	467	D	\$95.5747	(6)	1563633	I (1)	As one of the Trustees of the Ellen H. Block Trust

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				

Explanation of Responses:

- (1) Mr. Hassenfeld disclaims beneficial ownership of all these shares except to the extent of his proportionate pecuniary interest therein.
- (2) All sales were made by the Alan G. Hassenfeld Trust
- (3) All sales were made by the Ellen H. Block Trust
- (4) The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$94.50 to \$95.215 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 (4).
- (5) The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$94.55 to \$95.54 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 footnotes (5) and (6) to this Form 4.
- (6) The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$95.55 to \$95.65 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 footnotes (5) and (6) to this Form 4.

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

8/31/2017

******—Signature of Reporting Person

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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