

HASBRO INC  
Form 4  
February 22, 2016

**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

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 \*  
HASSENFELD ALAN G

(Last) (First) (Middle)

C/O HASSENFELD FAMILY INITIATIVES LLC, 101 DYER STREET, SUITE 401

(Street)

PROVIDENCE, RI 02903

(City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
02/18/2016

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)

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 Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|--|
|  |                                      |  | Code                           | V   | Amount  | (A) or (D)   | Price                                      |
| Common Stock (Par value \$.50 per share) |                                      |  |                                |   | 25,963  | D  |  |
| Common Stock (Par value \$.50 per share) | 02/18/2016                           |  | S <sup>(2)</sup>               |   | 171,788   | D  | \$ 72.4521                                 |
|  |                                      |  |                                |   | 7,586,276   | I <sup>(1)</sup>   | \$ <u>(4)</u>                              |

As one of the Trustees of a Trust for the benefit of himself.

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|  |            |                         |         |   |                             |           |              |   |
|--|------------|-------------------------|---------|---|-----------------------------|-----------|--------------|---|
| Common Stock (Par value \$.50 per share) | 02/18/2016 | <u>S</u> <sup>(3)</sup> | 171,788 | D | \$<br>72.4521<br><u>(4)</u> | 1,943,212 | I <u>(1)</u> | As one of the Trustees of the Ellen H. Block Trust.           |
| Common Stock (Par value \$.50 per share) | 02/18/2016 | <u>S</u> <sup>(2)</sup> | 8,212   | D | \$<br>72.9001<br><u>(5)</u> | 7,578,064 | I <u>(1)</u> | As one of the Trustees of a Trust for the benefit of himself. |
| Common Stock (Par value \$.50 per share) | 02/18/2016 | <u>S</u> <sup>(3)</sup> | 8,212   | D | \$<br>72.9001<br><u>(5)</u> | 1,935,000 | I <u>(1)</u> | As one of the Trustees of the Ellen H. Block Trust.           |
| Common Stock (Par value \$.50 per share) | 02/19/2016 | <u>S</u> <sup>(2)</sup> | 111,700 | D | \$<br>71.8604<br><u>(6)</u> | 7,466,364 | I <u>(1)</u> | As one of the Trustees of a Trust for the benefit of himself. |
| Common Stock (Par value \$.50 per share) | 02/19/2016 | <u>S</u> <sup>(3)</sup> | 111,700 | D | \$<br>71.8604<br><u>(6)</u> | 1,823,300 | I <u>(1)</u> | As one of the Trustees of the Ellen H. Block Trust.           |
| Common Stock (Par value \$.50 per share) | 02/19/2016 | <u>S</u> <sup>(2)</sup> | 800     | D | \$<br>72.2189<br><u>(7)</u> | 7,465,564 | I <u>(1)</u> | As one of the Trustees of a Trust for the benefit of himself. |
| Common Stock (Par value \$.50 per share) | 02/19/2016 | <u>S</u> <sup>(3)</sup> | 800     | D | \$<br>72.2189<br><u>(7)</u> | 1,822,500 | I <u>(1)</u> | As one of the Trustees of the Ellen H.                        |

Block  
Trust.

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. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares                                       |

## 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

## Signatures

Tarrant Sibley, P/O/A for Alan G.  
Hassenfeld

02/22/2016

\*\*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).

- (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.

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(4) The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$71.85 to \$72.845 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 (4) and (5) to this Form 4.

(5) The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$72.85 to \$73.02 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 (4) and (5) 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 \$71.21 to \$72.205 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 (6) and (7) to this Form 4.

(7) The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$72.21 to \$72.22 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 (6) and (7) to this Form 4.

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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