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if no lo subject Section Form 4 Form 5 obligat may co <i>See</i> Ins 1(b).	28, 2012 M 4 UNITED this box nger to a 16. or 5 5 5 5 5 5 5 5 5 5 5 5 5	MENT OF Irsuant to S	W F CHA Section Public	ashington NGES IN SECU 16(a) of t Utility Ho	n, D.C. 20 N BENEF (RITIES) the Securit	549 ICIA ties E	L OWN xchange y Act of	DMMISSION ERSHIP OF Act of 1934, 1935 or Sectior	OMB Number: Expires: Estimated burden hou response	urs per	
(Print or Type	e Responses)										
	Address of Reporting		Symbol		nd Ticker or [HAS]	Tradii	0	5. Relationship of Issuer			
(Last)	(First)	(Middle)			Transaction			(Check	k all applicabl	e)	
C/O HASBRO INC, 1011 (Month) NEWPORT AVENUE			/Day/Year) /2012				below)	titleX Other (specify below) Chairman			
				nendment, Date Original Ionth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
PAWTUCKET, RI 02862							Form filed by M Form filed by M Person				
(City)	(State)	(Zip)	Та	ble I - Non	-Derivative	Secur	ities Acqu	ired, Disposed of	, or Beneficia	ally Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution I any (Month/Day	Date, if	3. Transactio Code (Instr. 8)	4. Securitio poor Dispose (Instr. 3, 4	d of (I))	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)	
Common Stock (Par Value \$.50 per share)	11/26/2012			Code V	Amount 250,000	(D) A	Price \$ 15.875	493,620	D		
Common Stock (Par Value \$.50 per share)	11/26/2012			М	453,515	A	\$ 18.815	947,135	D		

Common Stock (Par Value \$.50 per share)	11/26/2012	F <u>(1)</u>		298,106	D	\$ 38.295	649,029	D	
Common Stock (Par Value \$.50 per share)	11/26/2012	F <u>(2)</u>		160,023	D	\$ 38.295	489,006	D	
Common Stock (Par Value \$.50 per share)	11/27/2012	J <u>(3)</u>	v	15,250	D	\$ 0	182,715 <u>(4)</u>	I (5)	By Mr. Verrecchia's GRAT
Common Stock (Par Value \$.50 per share)	11/27/2012	J <u>(3)</u>	v	15,250	A	\$ 0	519,791 <u>(4)</u>	D	
Common Stock (Par Value \$.50 per share)	11/27/2012	J <u>(6)</u>	v	7,700	D	\$0	91,225 <u>(7)</u>	I <u>(8)</u>	By Mrs. Verrecchia's GRAT
Common Stock (Par Value \$.50 per share)	11/27/2012	J <u>(6)</u>	V	7,700	A	\$0	60,650 <u>(7)</u>	I <u>(8)</u>	By Mrs. Verrecchia
Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly									

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transact	iorDerivative	Expiration Date	Underlying Securities

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		(Month/Day/Year)		(Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy) (9)	\$ 15.875	11/26/2012		М		250,000	(10)	05/13/2013	Common Stock	250,000
Stock Option (Right to Buy) (9)	\$ 18.815	11/26/2012		М		453,515	(11)	07/26/2013	Common Stock	453,515

Reporting Owners

Reporting Owner Name / Address	Relationships								
1	Director	10% Owner	Officer	Other					
VERRECCHIA ALFRED J C/O HASBRO INC 1011 NEWPORT AVENUE PAWTUCKET, RI 02862	Х			Chairman					
Signatures									
Tarrant Sibley, P/O/A for Alfred Verrecchia	ed J.	1	1/28/201	12					

<u>**</u>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) This represents delivery of already-owned stock in payment of the option exercise price.
- (2) This represents payment of tax withholding using share withholding in connection with the exercise of stock options.
- (3) On November 27, 2012, an annuity payment was made to Mr. Verrecchia from his grantor retained annuity trust resulting in the direct ownership of 15,250 of the shares previously reported as owned by his grantor retained annuity trust.
- (4) Total has been adjusted to reflect a prior annuity payment from Mr. Verrecchia's grantor retained annuity trust resulting in the direct ownership of 15,535 of the shares previously reported as owned by his grantor retained annuity trust.
- (5) Mr. Verrecchia disclaims beneficial ownership of all of these shares except to the extent of his proportionate pecuniary interest therein.
- (6) On November 27, 2012, an annuity payment was made to Mrs. Verrecchia from her grantor retained annuity trust resulting in her direct ownership of 7,700 of the shares previously reported as owned by her grantor retained annuity trust.
- (7) Total has been adjusted to reflect a prior annuity payment from Mrs. Verrecchia's grantor retained annuity trust resulting in her direct ownership of 7,775 of the shares previously reported as owned by her grantor retained annuity trust.
- (8) Mr. Verrecchia disclaims beneficial ownership of the shares held by his wife and the shares held by his wife's grantor retained annuity trust.

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- (9) These options were granted pursuant to an employee stock option plan in compliance with Rule 16b-3 and have tandem tax withholding rights.
- (10) 33 1/3% of these options became exercisable on each of May 14, 2004, May 14, 2005 and May 14, 2006.

(11) 33 1/3% of these options became exercisable on each of July 27, 2007, July 27, 2008 and July 27, 2009.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.