

HASSENFELD ALAN G  
Form 4  
February 15, 2007

**FORM 4**

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

OMB APPROVAL

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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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
02/13/2007

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 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. 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  | (A) or (D)   | Price                             |
| Common Stock (Par value \$.50 per share) | 02/13/2007                           |  | M                              |   | 40,000  | A  | \$ 18.7222                        |
|  |                                      |  |                                |   |   |  | 5,840,447                         |
|  |                                      |  |                                |   |   |  | D                                 |
| Common Stock (Par value \$.50 per share) | 02/13/2007                           |  | M                              |   | 125,000   | A  | \$ 19.8229                        |
|  |                                      |  |                                |   |   |  | 5,965,447                         |
|  |                                      |  |                                |   |   |  | D                                 |

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|  |            |                  |         |   |                          |           |                  |   |
|--|------------|------------------|---------|---|--------------------------|-----------|------------------|---|
| Common Stock (Par value \$.50 per share) | 02/13/2007 | S                | 165,000 | D | \$ 28.4483<br><u>(5)</u> | 5,800,447 | D                |   |
| Common Stock (Par value \$.50 per share) | 02/13/2007 | G <sup>(6)</sup> | 35,000  | D | \$ 0                     | 279,892   | I <sup>(1)</sup> | As Trustee of the Stephen Hassenfeld Charitable Lead Trust. |
| Common Stock (Par value \$.50 per share) |            |                  |         |   |                          | 154,216   | I <sup>(1)</sup> | As Trustee of the Sylvia Hassenfeld Trust.                  |
| Common Stock (Par value \$.50 per share) |            |                  |         |   |                          | 7,690,921 | I <sup>(1)</sup> | As Trustee of the Merrill Hassenfeld Trust.                 |
| Common Stock (Par value \$.50 per share) |            |                  |         |   |                          | 829,347   | I <sup>(1)</sup> | As Trustee of a Trust for the benefit of himself.           |

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

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(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 Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amou<br>Nur   |

| Option<br>(Right to Buy) <sup>(2)</sup> | Price      | Grant Date | Exercise Date | Quantity | Expiration Date           | Underlying                | Shares           |
|---|------------|------------|---------------|----------|---------------------------|---------------------------|------------------|
| Option<br>(Right to Buy) <sup>(2)</sup> | \$ 18.7222 | 02/13/2007 |               | 40,000   | 02/19/1998 <sup>(3)</sup> | 02/18/2007 <sup>(3)</sup> | Common Stock 40  |
| Option<br>(Right to Buy) <sup>(2)</sup> | \$ 19.8229 | 02/13/2007 |               | 125,000  | 09/17/1998 <sup>(4)</sup> | 09/16/2007 <sup>(4)</sup> | Common Stock 125 |

## Reporting Owners

| Reporting Owner Name / Address | Relationships |           |         |          |
|--------------------------------|---------------|-----------|---------|----------|
|                                | Director      | 10% Owner | Officer | Other    |
| HASSENFELD ALAN G              | X             | X         |         | Chairman |

## Signatures

Tarrant Sibley, p/o/a for Alan G. Hassenfeld  
02/15/2007

<sup>(2)</sup>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 of these shares except to the extent of his proportionate pecuniary interest therein.
- (2) These options were granted pursuant to an employee stock option plan in compliance with Rule 16b-3 and have tandem tax withholding rights.
- (3) These options vested in cumulative installments of 33 1/3% on each of the first three anniversaries of the date of grant, which grant date was February 19, 1997.
- (4) These options vested in cumulative installments of 20% on each of the first five anniversaries of the date of grant, which grant date was September 17, 1997.
- (5) These shares were sold at prices ranging from \$28.29 to \$28.66, with a weighted average sale price of \$28.4483 per share.
- (6) The shares were transferred from the Stephen Hassenfeld Charitable Lead Trust to The Hassenfeld Foundation.

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.