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Frascotti Joh Form 4 April 26, 20 FORN Check th if no long subject to Section I Form 4 of Form 5 obligatio may cont <i>See</i> Instru 1(b).	13 14 UNITED S is box ger 6. r Filed pur scinue. uction	IENT OF C suant to Sect a) of the Publ	Washingtor HANGES IN SECU	h, D.C. 20 I BENEF RITIES he Securit Iding Con	549 ICIA ies E	L OWN xchange Act of	COMMISSION NERSHIP OF e Act of 1934, 1935 or Sectior 0	OMB Number: Expires: Estimated a burden hour response	•		
(Print or Type I	(xesponses)										
Frascotti John Symbo			nbol	ssuer Name and Ticker or Trading ool SBRO INC [HAS]				5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (N		Date of Earliest T				(Check	k all applicable)		
C/O HASBRO, INC. 1011 04/24/24 NEWPORT AVENUE							Director 10% Owner X Officer (give title Other (specify below) EVP and Chief Marketing Offr				
(Street) 4. If Ame Filed(Mor				Date Origina ar)	1		 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 				
PAWTUCK	ET, RI 02862						Person	ore than One Re	porting		
(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)		Code	4. Securi ion(A) or Di (Instr. 3,	sposed	l of (D)	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			Code V	Amount	(D)	Price	(Instr. 3 and 4)				
Stock (Par Value \$.50 per share)	04/24/2013		А	6,750	А	\$ 0	55,193.483	D			
Common Stock (Par Value \$.50 per share)	04/24/2013		М	21,123	A	\$ 22.73	76,316.483	D			
Common Stock (Par Value \$.50 per share)	04/24/2013		S	21,123	D	\$ 48	55,340.001 (1)	D			

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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 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. Transactio Code (Instr. 8)	Derivative Expirati		6. Date Exer Expiration D (Month/Day,	ate	7. Title and Amount Underlying Securitie (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amour or Numbe of Shar
Option (Right to Buy) (2)	\$ 47.21	04/24/2013		А	30,682		(3)	04/23/2020	Common Stock	30,68
Option (Right to Buy) (2)	\$ 22.73	04/24/2013		М		21,123	(4)	05/20/2016	Common Stock	21,12

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director 10% Owner Offic		Officer	Other			
Frascotti John C/O HASBRO, INC. 1011 NEWPORT AVENUE PAWTUCKET, RI 02862			EVP and Chief Marketing Offr				
Signatures							

Tarrant Sibley, P/O/A for John Frascotti

F C P

S

**Signature of Reporting Person

04/26/2013 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) Share total has been adjusted to reflect 146.518 shares of common stock acquired through Hasbro 401(k) plan.
- (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) 33 1/3% of the options become exercisable on the first anniversary of the date of grant and an additional 33 1/3% of the options become exercisable on each anniversary of the date of grant thereafter.
- (4) 33 1/3% of the options became exercisable on each of May 21, 2010, May 21, 2011 and May 21, 2012.

Reporting Owners

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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.