HASBRO INC

Form 4

Common Stock (Par

Value

\$.50 per share)

11/07/2013

November	12, 2013								
FORI	OMB APPROVAL								
		MB umber: 3235-0287							
Check if no lo subject Section Form 4 Form 5	ANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Es bu res	oires: January 31, 2005 imated average den hours per ponse 0.5							
Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations may continue. See Instruction 1(b). 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	e Responses)								
			Issuer SBRO INC [HAS]	5. Relationship of Reporting Person(s) to (ssuer (Check all applicable)					
(Last)	(First)	(Middle) 3. Da	te of Earliest Transaction	can applicable)					
	BRO INC, 1011 T AVENUE		below)	Officer (give titleX_ Other (specify					
DA WIII I C	(Street)		(Month/Day/Year) Applicable Line) _X_ Form filed by One Re	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting					
PAWTUC	KET, RI 02862		Person						
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or I	Beneficially Owned					
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, i any (Month/Day/Year	Code (Instr. 3, 4 and 5) Beneficially Fo Owned Di Following or Reported (I) Transaction(s) (Instr. 3 and 4)	wnership Indirect orm: Beneficial irect (D) Ownership Indirect (Instr. 4)					
Common Stock (Par Value \$.50 per share)	11/07/2013		Code V Amount (D) Price (Inst. 3 and 4) M 200,000 A \$ 18.575 722,565 D						

S

91,572 D 50.7953 630,993

<u>(1)</u>

D

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Common Stock (Par Value \$.50 per share)	11/07/2013	S	108,428	D	\$ 51.7072	522,565	D	
Common Stock (Par Value \$.50 per share)	11/08/2013	M	368,664	A	\$ 32.425	891,229	D	
Common Stock (Par Value \$.50 per share)	11/08/2013	S	368,664	D	\$ 50.4633 (3)	522,565	D	
Common Stock (Par Value \$.50 per share)						60,650	I (4)	By Wife
Common Stock (Par Value \$.50 per share)						182,715	I (5)	By Mr. Verrecchia's GRAT
Common Stock (Par Value \$.50 per share)						91,225	I (4)	By Mrs. Verrecchia's GRAT

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.

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 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 TransactionDerivative 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) (6)	\$ 18.575	11/07/2013		M	200,000	<u>(7)</u>	05/19/2014	Common Stock	200,000
Stock Option (Right to Buy) (6)	\$ 32.425	11/08/2013		M	368,664	(8)	05/23/2014	Common Stock	368,664

Reporting Owners

Reporting Owner Name / Address	Relationships						
Toporting O Whor I tunio / Trauress	Director	10% Owner	Officer	Other			
VERRECCHIA ALFRED J C/O HASBRO INC 1011 NEWPORT AVENUE PAWTUCKET, RI 02862	X			Chairman			

Signatures

Tarrant Sibley, P/O/A for Alfred J. Verrecchia

11/12/2013

**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).
- The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$50.44 to \$51.43, 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 (1).
- The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$51.44 to \$52.10, 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 (2).
- The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$50.20 to \$50.86, 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 (3).
- (4) Mr. Verrecchia disclaims beneficial ownership of the shares held by his wife and the shares held by his wife's grantor retained annuity trust.

Reporting Owners 3

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- (5) Mr. Verrecchia disclaims beneficial ownership of all of these shares except to the extent of his proportionate pecuniary interest therein.
- (6) These options were granted pursuant to an employee stock option plan in compliance with Rule 16b-3 and have tandem tax withholding rights.
- (7) 33 1/3% of these options became exercisable on each of May 20, 2005, May 20, 2006 and May 20, 2007.
- (8) 33 1/3% of these options became exercisable on each of May 24, 2008, May 24, 2009 and May 24, 2010.

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.