

HASSENFELD ALAN G
Form 4
February 14, 2006

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
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

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)
02/10/2006

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

(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 Indirect or Beneficial Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|--|
| | | | Code | V | Amount (A) or (D) Price | | |
| Common Stock (Par value \$.50 per share) | 02/10/2006 | | M | | 56,250 A \$ 15.6945 | 5,851,928 | D |
| Common Stock (Par value \$.50 per share) | 02/10/2006 | | S | | 800 D \$ 20.42 | 5,851,128 | D |
| Common Stock | 02/10/2006 | | S | | 800 D \$ 20.47 | 5,850,328 | D |

Edgar Filing: HASSENFELD ALAN G - Form 4

| | | | | | | | |
|---|---|-------|---|----------|-----------|---|--|
| (Par value \$.50 per share) | | | | | | | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 900 | D | \$ 20.48 | 5,849,428 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 5,350 | D | \$ 20.49 | 5,844,078 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 1,800 | D | \$ 20.5 | 5,842,278 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 1,000 | D | \$ 20.51 | 5,841,278 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 2,200 | D | \$ 20.52 | 5,839,078 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 1,900 | D | \$ 20.53 | 5,837,178 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 2,400 | D | \$ 20.54 | 5,834,778 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 600 | D | \$ 20.57 | 5,834,178 | D | |
| Common Stock (Par value | S | 600 | D | \$ 20.58 | 5,833,578 | D | |

Edgar Filing: HASSENFELD ALAN G - Form 4

| | | | | | | | |
|--|------------|---|-------|---|----------|-----------|---|
| Common Stock (Par value \$0.50 per share) | 02/10/2006 | S | 1,700 | D | \$ 20.59 | 5,831,878 | D |
| Common Stock (Par value \$0.50 per share) | 02/10/2006 | S | 4,400 | D | \$ 20.6 | 5,827,478 | D |
| Common Stock (Par value \$0.50 per share) | 02/10/2006 | S | 2,700 | D | \$ 20.61 | 5,824,778 | D |
| Common Stock (Par value \$0.50 per share) | 02/10/2006 | S | 4,000 | D | \$ 20.62 | 5,820,778 | D |
| Common Stock (Par value \$0.50 per share) | 02/10/2006 | S | 7,600 | D | \$ 20.63 | 5,813,178 | D |
| Common Stock (Par value \$0.50 per share) | 02/10/2006 | S | 5,800 | D | \$ 20.64 | 5,807,378 | D |
| Common Stock (Par value \$0.50 per share) | 02/10/2006 | S | 3,600 | D | \$ 20.65 | 5,803,778 | D |
| Common Stock (Par value \$0.50 per share) | 02/10/2006 | S | 2,900 | D | \$ 20.66 | 5,800,878 | D |
| Common Stock (Par value \$0.50 per share) | 02/10/2006 | S | 700 | D | \$ 20.67 | 5,800,178 | D |

| | | | | | | | |
|---|---|-------|---|----------|-----------|------------------|--|
| share) | | | | | | | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 500 | D | \$ 20.68 | 5,799,678 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 1,300 | D | \$ 20.73 | 5,798,378 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 900 | D | \$ 20.74 | 5,797,478 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 900 | D | \$ 20.78 | 5,796,578 | D | |
| Common Stock (Par value 02/10/2006 \$.50 per share) | S | 900 | D | \$ 20.84 | 5,795,678 | D | |
| Common Stock (Par value \$.50 per share) | | | | | 350,390 | I ⁽¹⁾ | As Trustee of the Stephen Hassenfeld Charitable Lead Trust. |
| Common Stock (Par value \$.50 per share) | | | | | 154,216 | I ⁽¹⁾ | As Trustee of the Sylvia Hassenfeld Trust. |
| Common Stock (Par value \$.50 per share) | | | | | 8,140,921 | I ⁽¹⁾ | As Trustee of the Merrill Hassenfeld Trust. |
| Common Stock (Par value \$.50 per | | | | | 829,347 | I ⁽¹⁾ | As Trustee of a Trust for the benefit of |

share)

himself.

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 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) | 8. Date Exercisable | 9. Expiration Date | 10. Title | 11. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---------------------|--------------------|-----------|--------------------------------|
| Option (Right to Buy) ⁽²⁾ | \$ 15.6945 | 02/10/2006 | | M | 56,250 | 02/16/1997 ⁽³⁾ 02/15/2006 ⁽³⁾ | Common Stock | | | | 56,250 |

Reporting Owners

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

Signatures

Tarrant Sibley, p/o/a for Alan G. Hassenfeld
 Date: 02/13/2006

**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 16, 1996.

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

Edgar Filing: HASSENFELD ALAN G - Form 4

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.