FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| 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

OMB APPROVAL

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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person* HASSENFELD ALAN G | | | | | | | | | | | | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner Officer (cive title Check (check)) | | | | |
|--|------------|---|----------------------------|---|---|---|--|----------------|---|---|---|------------------------------------|---|---|--|--|--|--|
| (Last) (First) (Middle) C/O HASSENFELD FAMILY INITIATIVES LLC 101 DYER STREET, SUITE 401 | | | | | | . Date of Earliest Tr 7/28/2017 | | | 6 1- " | belov | | below | | | | | | |
| (Street) PROVIDENCE RI 02903 | | | | | | . If Amendment, Da | iginai | Filed (Montn/L | Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | | | | | |
| (City) | (Si | ate) | (Zip) | | | | | | | | | | | | | | | |
| | | Tab | le I - | Non-Deriv | ativ | ve Securities A | Acquii | red, | Disposed | of, or | Benefi | cially (| Owne | ed | | | | |
| 1. Title of S | r. 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 an | | d (A) or r. 3, 4 and | 5) | 5. Amount of Securities Beneficially Owned Following Reported | | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | | | |
| | | | | | | | Code V | | Amount | (A) or (D) Price | | Transaction(s) (Instr. 3 and 4) | | action(s) | | (1115411 4) | | |
| Common share) | Stock (Par | Value \$.50 per | | | | | | | | | | | 2 | 29,140 | D | | | |
| Common Stock (Par Value \$.50 per share) | | | 07/28/2017 | | | S ⁽²⁾ | | 94,090 | D | \$105.6 | 6377 ⁽⁴⁾ | 7,0 | 371,474 | I (1) | As one of the Trustees of Trusts for the benefit of himself | | | |
| Common share) | Stock (Par | Value \$.50 per | | 07/28/201 | 17 | | S ⁽³⁾ | | 46,363 | D | \$105.6 | 6377 ⁽⁴⁾ | 1, | 776,137 | I(1) | As one of the Trustees of the Ellen H. Block Trust | | |
| Common share) | 07/31/201 | L 7 | | S ⁽²⁾ | | 94,090 | D | \$105.7 | 7198 ⁽⁵⁾ | 7,2 | 277,384 | I (1) | As one of the Trustees of Trusts for the benefit of himself | | | | | |
| Common Stock (Par Value \$.50 per share) | | | | | ١7 | | S ⁽³⁾ | | 46,363 | D | \$105.7 | 7198 ⁽⁵⁾ | 1,7 | 729,774 | I (1) | As one of the Trustees of the Ellen H. Block Trust | | |
| | | T | able | II - Derivat | ive | Securities Ac , calls, warran | quire | d, Di | sposed of | , or Be | eneficia | ally Ov | vned | | | | | |
| Derivative Conversion Date Security or Exercise (Month/Day/Year) | | Exec if an | Deemed 4. cution Date, Tra | | saction le (Instr. Securitie Acquired (A) or Dispose of (D) (Instr. 3, and 5) | er 6. Date Exercisable and Expiration Date (Month/Day/Year) | | | 7. Titl Amou Secur Under Derive Secur | 7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4) | | ice of vative urity r. 5) | ive derivative y Securities | Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | | | |
| | | | | | | 1 | , | | | , | | | | | | | | |

| 1 | | Ta | ble II - Deriva | tive S | ecuri | ties 🗗 | \cqu | ired, Disp | osed of, | þr Bei | heffichall | y Owned | | | |
|---|---|-----------------------|----------------------------|-----------------------------------|-------------------|-----------------------------------|-----------------------|-----------------|-----------------|----------------------|-------------------------------------|--------------|--------------------------------|------------------------|----------------------|
| | | | (e.g., p | uts, c | alls, | warra | ınts, | options, | onvertib | le sec | uicities) | | | | |
| 1. Title of | 2. Conversion | 3. Transaction | 3A. Deemed Execution Date, | € ode Transa | | 6A)Nun | n (150e) r | 6xDetisEbler | ist2abtlee and | 7itīētle Amour | aSollodares | 8. Price of | 9. Number of derivative | 10. Ownership | 11. Nature |
| Esectantation | of Elespisas | e(Month/Day/Year) | if any | Code (I | Instr. | Deriva | | (Month/Day/ | (ear) | Securi | ties | Security | Securities | Form: | Beneficial |
| 1. Mr. Hasser | Price of nfeld disclaims Derivative | beneficial ownership | of all these shares ex | cept to th | he exte | : Securi nt of his . Acquir | ities propo red | rtionate pecuni | ary interest th | " Underl " Deriva | | ' (Instr. 5) | Beneficially Owned | Direct (D) or Indirect | Ownership (Instr. 4) |
| | | e Alan G. Hassenfeld | | - | | (A) or | | - | | | ty (Instr. 3 | - | Following | (I) (Instr. 4) | (, |
| 3. All sales w | ere made by th | e Ellen H. Block Trus | st | • | | Dispos | sed | • | | " and 4) | | | " Reported . Transaction(s) | • | • |
| 4. The price reported in Column 4 is a weighted average price. The shares were sold in (inistpl3,t4) ansactions at prices ranging from \$105.50 to \$105.87 inclusive. The (inistpo4) person undertakes to provide to | | | | | | | | | | | | | | | |
| Hasbro, Inc., any security holder of Hasbro, Inc. or the staff of the Securities and Excha age (5) mmission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote (4). | | | | | | | | | | | | | | | |
| 5. The price reported in Column 4 is a weighted average price. The shares were sold in multiple transactions at prices ranging from \$105.5 to \$105.95 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 (5). | | | | | | | | | | | | | | | |
| runges set for | I | l | I I | | | | | | _ | _ | | 1 | ı | I | I |
| | | | | | | | | | _ | • | · ···········unit | <u> </u> | <u>an</u> i 08/01/201 | 7 | |
| | 1 | | | | | ll | | | <u>G.</u> | Hasse | | | 33,01,201 | Ť | |
| | 1 | | | | | | | Date | Expiration S | ignatur | Number e o f Repor | ing Person | Date | | |
| Reminder: F | eport on a se | parate line for each | class of securities | b €91€ ¶ic | i ∦ lly ov | vn6—ebidai | r €Ð tly | | Date | Title | Shares | | | | |

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

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 Number.

^{*} 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).