| SEC Form 4 |  |
|------------|--|
|------------|--|

 $\square$ 

## 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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response: 0.5

|   |         |  | 01 36   |   | vesiment con  | ipally Act of 1940  |  |   |   |         |  |
|---|---------|--|---|---|---|---------------------|--|---|---|---------|--|
| 1. Name and Address of Reporting Person*<br>BATKIN ALAN R |         |  |   | er Name <b>and</b> Ticke                | 0   | ymbol               |  | ationship of Reporting Person(s) to Issuer<br>k all applicable)   |   |         |  |
| (Last)  | (First) |  | e of Earliest Transa<br>1/2009                              | ction (Month/E                          | Day/Year)   |                     | Director<br>Officer (give title<br>below)  | 10% 0<br>Other<br>below   | (specify  |         |  |
| (Street)  |         |  | 4. If Ai  | nendment, Date of                       | Original Filed  | (Month/Day/Year)    | 6. Individual or Joint/Group Filing (Check Applicable<br>Line)<br>X Form filed by One Reporting Person |   |   |         |  |
| (City)  | (State) | (Zip)                                      |   |   |   |                     |  | Form filed by Mo<br>Person  | re than One Rep   | porting |  |
|   |         | Table I - Nor                              | n-Derivative S  | ecurities Acq                           | uired, Disp   | oosed of, or Benefi | cially   | Owned   |   |         |  |
|   |         | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code (Instr.<br>8) | 4. Securities Acquired (A<br>Disposed Of (D) (Instr. 3,<br>5) |                     | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported                              | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |         |  |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Code v

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   |       |     | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative Security<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---|---|--|---|------------------------------|---|-------|-----|--|--------------------|--|--|---|--|--|--|
|   |   |  |   | Code                         | v | (A)   | (D) | Date<br>Exercisable  | Expiration<br>Date | Title  | Amount<br>or<br>Number<br>of<br>Shares |   |  |  |  |
| Phantom<br>Stock<br>Units <sup>(1)</sup>            | \$0 <sup>(2)</sup>  | 06/30/2009                                 |   | A                            |   | 1,053 |     | (3)(5)   | (3)(5)             | Common<br>Stock  | 1,053                                  | \$24.24   | 41,787 <sup>(4)</sup>  | D  |  |

Explanation of Responses:

1. All of the phantom stock units were acquired pursuant to the Hasbro, Inc. Deferred Compensation Plan for Non-Employee Directors in accordance with Section 16b-3.

2. Units correspond 1-for-1 with common stock.

3. Units are settled only in cash and are payable after the reporting person ceases to be a director.

4. Does not include 3,055 units acquired by the reporting person pursuant to the Plan prior to August 15, 1996.

5. Vesting of 31 units will occur on the earlier of 12/31/09 (provided the reporting person is still a director as of such date) and the death, disability or retirement (after age 72) of the reporting person. Vesting of 31 units will occur on the earlier of 12/31/10 (provided the reporting person is still a director as of such date) and the death, disability or retirement (after age 72) of the reporting person. The remainder of the units are immediately vested.

> Tarrant Sibley, p/o/a for Alan R. Batkin

(A) or (D)

Price

Amount

Transaction(s)

(Instr. 3 and 4)

07/01/2009

\*\* Signature of Reporting Person Date

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

\* 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).

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.