

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K
CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of Earliest Event Reported): March 31, 2008

HASBRO, INC.

(Exact name of registrant as specified in its charter)

RHODE ISLAND ----- (State of Incorporation)	1-6682 ----- (Commission File Number)	05-0155090 ----- (IRS Employer Identification No.)
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1027 NEWPORT AVE., PAWTUCKET, RHODE ISLAND ----- (Address of Principal Executive Offices)	02862 ----- (Zip Code)
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(401) 431-8697

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01 Other Events

On March 31, 2008 Hasbro, Inc. ("Hasbro") issued a press release announcing that Hasbro had acquired all of the intellectual property related to Trivial Pursuit from Horn Abbot Ltd. and Horn Abbot International Limited for an aggregate purchase price of \$80 million. The press release is furnished as an exhibit to this Current Report on Form 8-K and is incorporated herein.

Item 9.01 Financial Statements and Exhibits

(c) Exhibits

99 Press Release, dated March 31, 2008, of Hasbro, Inc.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the

undersigned hereunto duly authorized.

HASBRO, INC.

(Registrant)

Date: March 31, 2008

By: /s/ David D.R. Hargreaves

David D.R. Hargreaves

Executive Vice President,
Finance and Global Operations
and Chief Financial Officer

Hasbro, Inc.
Current Report on Form 8-K
Dated March 31, 2008

Exhibit Index

Exhibit
No.

99 Press Release, Dated March 31, 2008, of Hasbro, Inc.

CONTACT: Wayne S. Charness (*News Media*)
401-727-5983
Karen A. Warren (*Investor Relations*)
401-727-5401

FOR IMMEDIATE RELEASE

Hasbro Acquires Trivial Pursuit
Global rights purchased from the Horn Abbot Companies

Pawtucket, RI, March 31, 2008 – Hasbro, Inc. (NYSE:HAS) announced today that it has purchased all of the intellectual property rights related to the Trivial Pursuit brand from Horn Abbot Ltd. and Horn Abbot International Limited. Hasbro paid the Horn Abbot companies \$80 million (aggregate purchase price) for their intellectual property.

Hasbro has developed, marketed and sold Trivial Pursuit under license from the Horn Abbot companies since 1983.

“Trivial Pursuit created the adult game category in 1982 and has always been one of the most recognized brands in the industry,” said Brian Goldner, Chief Operating Officer of Hasbro, Inc. “Now, as a wholly-owned and operated part of our deep and rich brand portfolio, we can build Trivial Pursuit beyond traditional venues and capitalize on new opportunities in entertainment, publishing, promotions and digital arenas.”

Plans have already been made to extend the Trivial Pursuit brand into a new television game show this fall called “Trivial Pursuit: America Plays.” The show is being created in cooperation with Debmar-Mercury and Wheeler Sussman and is expected to debut in September 2008.

“Hasbro has been a great partner of ours for many years and we know they are a global powerhouse that can take the Trivial Pursuit brand to the next level,” said Jim Ware, President, Horn Abbot Ltd.

Hasbro is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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