

**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): **December 6, 2012**

Hasbro, Inc.

(Exact name of registrant as specified in its charter)

Rhode Island
(State or other jurisdiction
of incorporation)

1-6682
(Commission File Number)

05-0155090
(IRS Employer
Identification No.)

1027 Newport Ave., Pawtucket, Rhode Island
(Address of principal executive offices)

02862
(Zip Code)

Registrant's telephone number, including area code: **(401) 431-8697**

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))
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Item 8.01 Other Events.

On December 6, 2012, Hasbro, Inc. (the "Company") issued a press release announcing that its Board of Directors has declared a quarterly cash dividend of \$0.36 per common share. The dividend will be payable on December 28, 2012 to shareholders of record at the close of business on December 17, 2012. The Board decided to accelerate the payment of the Company's regular quarterly dividend, which is normally paid in mid-February, and this accelerated dividend is being paid in lieu of the February 2013 dividend. A copy of the press release is attached hereto as Exhibit 99.1 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 Hasbro, Inc. Press Release, dated December 6, 2012.

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.

By: /s/ Deborah Thomas
Name: Deborah Thomas
Title: Senior Vice President and Chief Financial Officer
(Duly Authorized Officer and Principal Financial Officer)

Date: December 6, 2012

EXHIBIT INDEX

Exhibit No.	Description
99.1	Hasbro, Inc. Press Release, December 6, 2012.

For Immediate Release
December 6, 2012

Contacts: Debbie Hancock
(Investor Relations)
401-727-5401

Wayne S. Charness
(News Media)
401-727-5983

HASBRO ANNOUNCES QUARTERLY CASH DIVIDEND ON COMMON SHARES

Company Accelerates February 2013 Dividend Payment Date

Pawtucket, RI (December 6, 2012) -- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that its Board of Directors has declared a quarterly cash dividend of \$0.36 per common share. The dividend will be payable on December 28, 2012 to shareholders of record at the close of business on December 17, 2012. The Board decided to accelerate the payment of the Company's regular quarterly dividend, which is normally paid in mid-February, and this accelerated dividend is being paid in lieu of the February 2013 dividend.

About Hasbro

Hasbro, Inc. (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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