

RUFF ROBERT A  
Form 4  
May 03, 2010

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
RUFF ROBERT A

2. Issuer Name and Ticker or Trading Symbol  
ROCKWELL AUTOMATION INC  
[ROK]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

(Last) (First) (Middle)  
1201 SOUTH SECOND STREET  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
04/30/2010

\_\_\_\_ Director  
\_\_\_\_ Officer (give title below)  
\_\_\_\_ 10% Owner  
\_\_\_\_ Other (specify below)  
Sr. Vice President

MILWAUKEE, WI 53204

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 Beneficial Ownership (Instr. 4)
Common Stock					6,373.1592	I	By Savings Plan <sup>(1)</sup>
Common Stock	04/30/2010		M <sup>(2)</sup>	2,200 A \$ 43.9	29,652	D	
Common Stock	04/30/2010		M <sup>(3)</sup>	22,400 A \$ 27.75	52,052	D	
Common Stock	04/30/2010		S <sup>(4)</sup>	20,000 <sup>(5)</sup> D \$ 61.7211	32,052	D <sup>(6)</sup>	

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



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- (2) Exercise of shares pursuant to Rule 10b5-1 plan.
- (3) Exercise of shares pursuant to Rule 10b5-1 plan.
- (4) Sale of shares pursuant to Rule 10b5-1 plan.

- Price reported in column 4 is weighted average price. Shares sold at prices ranging from \$61.4758 to \$61.98. The reporting person
- (5) undertakes to provide to the Company, any shareowner of the Company, or the staff of the SEC, upon request, full information regarding the number of shares sold at each separate price.
  - (6) 10,867 shares are held by Company to implement restrictions on transfer unless and until certain conditions are met.

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