

RUFF ROBERT A  
Form 4  
May 21, 2013

**FORM 4**

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

OMB APPROVAL

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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)  
05/20/2013

\_\_\_\_ 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)  
\_X\_ 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)
			Code	V Amount or (D) Price			
Common Stock	05/20/2013		M	17,034 A \$ 46.16	73,615	D	
Common Stock	05/20/2013		M	1,750 A \$ 56.36	75,365	D	
Common Stock	05/20/2013		M	933 A \$ 69.57	76,298	D	
Common Stock	05/20/2013		M	433 A \$ 74.14	76,731	D	
Common Stock	05/20/2013		S	17,034 <sup>(2)</sup> D \$ 91.1154	59,697	D <sup>(3)</sup>	

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Common Stock	05/20/2013		I	<u>210.4479</u> (4)	D	\$ 90.91	0		I	By Savings Plan
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474  
(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 46.16	05/20/2013		M	17,034	12/09/2010 12/09/2019	Common Stock	17,034	
Employee Stock Option (Right to Buy)	\$ 56.36	05/20/2013		M	1,750	11/07/2006 11/07/2015	Common Stock	1,750	
Employee Stock Option (Right to Buy)	\$ 69.57	05/20/2013		M	933	12/07/2011 <sup>(1)</sup> 12/07/2020	Common Stock	933	
Employee Stock Option (Right to Buy)	\$ 74.14	05/20/2013		M	433	12/01/2012 <sup>(1)</sup> 12/01/2021	Common Stock	433	

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director   10% Owner   Officer   Other

RUFF ROBERT A  
1201 SOUTH SECOND STREET  
MILWAUKEE, WI 53204

Sr. Vice President

## Signatures

Karen A. Balistreri, Attorney-in-Fact for Robert  
A. Ruff

05/21/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) The option vests in three substantially equal annual installments beginning on the date exercisable.  
Price reported in column 4 is a weighted average price. Shares sold at prices ranging from \$90.7819 to \$91.61. The reporting person
- (2) undertakes to provide to the Company, any shareowners of the Company and the staff of the SEC, upon request, full information regarding the number of shares sold at each separate price.
- (3) 5,210 shares are held by Company to implement restrictions on transfer unless and until certain conditions are met.  
Includes shares represented by Company stock fund units acquired under the Company Savings Plan since the date of the last ownership report for this person, based on information furnished by the Plan Administrator as of 05/20/2013. The number of stock fund units
- (4) represented by the balance of the participant's Company stock fund account may not exactly equal the number of stock fund units represented by a prior balance due to variance in the proportion of uninvested cash held in the reference fund used to determine unit values of the Company stock fund under the Plan.

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.