RUFF ROBERT A

Form 4 May 03, 2010

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB

OMB APPROVAL

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obligations

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

may continue. See Instruction

1(b).

(Print or Type Responses)

1. Name and Addi RUFF ROBER	ress of Reporting Person * CT 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) 1201 SOUTH	(First) (Middle) SECOND STREET	3. Date of Earliest Transaction (Month/Day/Year) 04/30/2010	Director 10% Owner Officer (give title below)		
	(Street)	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		
MILWAUKE	E, WI 53204		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. Transactic Code (Instr. 8)	4. Securit conor Dispos (Instr. 3,	ed of	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 (1)
Common Stock	04/30/2010		M(2)	2,200	A	\$ 43.9	29,652	D	
Common Stock	04/30/2010		M(3)	22,400	A	\$ 27.75	52,052	D	
Common Stock	04/30/2010		S(4)	20,000 (5)	D	\$ 61.7211	32,052	D (6)	

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. Transactic Code (Instr. 8)	5. Number of orDerivative 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 Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 43.9	04/30/2010		M	2,200	11/08/2005	11/08/2014	Common Stock	2,200
Employee Stock Option (Right to Buy)	\$ 27.75	04/30/2010		M	22,400	10/06/2004	10/06/2013	Common Stock	22,400

Reporting Owners

Reporting Owner Name / Address	Relationships					
	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 05/03/2010

**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) 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 3/31/2010.

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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.