

EISENBROWN STEVEN A
Form 4
November 10, 2004

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
EISENBROWN STEVEN 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)
777 EAST WISCONSIN AVENUE,
SUITE 1400

3. Date of Earliest Transaction
(Month/Day/Year)
11/08/2004

____ Director
 Officer (give title below)
____ 10% Owner
____ Other (specify below)
Senior Vice President

(Street)
MILWAUKEE, WI 53202

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 Ownership (Instr. 4)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	11/08/2004		M			19,350	A	\$ 17.1029	29,333	D	
Common Stock	11/08/2004		S			200	D	\$ 44.1	29,133	D	
Common Stock	11/08/2004		S			600	D	\$ 44.09	28,533	D	
Common Stock	11/08/2004		S			300	D	\$ 44.02	28,233	D	
Common Stock	11/08/2004		S			18,250	D	\$ 44	9,983	D	

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Common Stock	11/08/2004		M	4,000	A	\$ 11.6038	13,983	D	
Common Stock							4,731.2547	I ⁽¹⁾	By Savings Plan

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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(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 Underlying (Instr. 3 and 4)
				Code V (A) (D)		Date Exercisable Expiration Date	Title
Employee Stock Option (right to buy)	\$ 17.1029	11/08/2004		M	19,350	01/08/2000 01/08/2009	Common Stock
Employee Stock Option (right to buy)	\$ 20.349					10/04/2000 10/04/2009	Common Stock
Employee Stock Option (right to buy)	\$ 11.6038	11/08/2004		M	4,000	10/02/2001 10/02/2010	Common Stock
Employee Stock Option (right to buy)	\$ 13.4					10/01/2002 10/01/2011	Common Stock
Employee Stock Option (right to buy)	\$ 15.5					10/07/2003 ⁽²⁾ 10/07/2012	Common Stock

