

ROCKWELL AUTOMATION INC
Form 4
November 15, 2006

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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 *
DAVIS DON H JR

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)

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

____ Director _____ 10% Owner
____ Officer (give title below) _____ Other (specify below)

1201 SOUTH SECOND STREET

11/14/2006

(Street)

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

MILWAUKEE, WI 53204

(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: Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	11/14/2006		M	25,000	\$ 27.75	D	
Common Stock	11/14/2006		S	100	\$ 63.17	D	
Common Stock	11/14/2006		S	400	\$ 63.16	D	
Common Stock	11/14/2006		S	200	\$ 63.15	D	
Common Stock	11/14/2006		S	300	\$ 63.14	D	
	11/14/2006		S	400		D	

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Common Stock					\$ 63.13		
Common Stock	11/14/2006	S	2,500	D	\$ 63.12	103,579.1491	D
Common Stock	11/14/2006	S	1,600	D	\$ 63.11	101,979.1491	D
Common Stock	11/14/2006	S	1,600	D	\$ 63.1	100,379.1491	D
Common Stock	11/14/2006	S	700	D	\$ 63.09	99,679.1491	D
Common Stock	11/14/2006	S	1,800	D	\$ 63.08	97,879.1491	D
Common Stock	11/14/2006	S	700	D	\$ 63.07	97,179.1491	D
Common Stock	11/14/2006	S	3,300	D	\$ 63.06	93,879.1491	D
Common Stock	11/14/2006	S	2,400	D	\$ 63.05	91,479.1491	D
Common Stock	11/14/2006	S	3,400	D	\$ 63.04	88,079.1491	D
Common Stock	11/14/2006	S	1,900	D	\$ 63.03	86,179.1491	D
Common Stock	11/14/2006	S	300	D	\$ 63.02	85,879.1491	D
Common Stock	11/14/2006	S	1,000	D	\$ 63.01	84,879.1491	D
Common Stock	11/14/2006	S	2,400	D	\$ 63	82,479.1491	D ⁽¹⁾

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,	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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and 5)

	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (Right to Buy)			\$ 27.75		11/14/2006		M	25,000	10/06/2006	01/31/2010	Common Stock	25,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

DAVIS DON H JR
1201 SOUTH SECOND STREET
MILWAUKEE, WI 53204

Signatures

Karen A. Balistreri, Attorney-in-Fact for Don H. Davis, Jr.

11/15/2006

__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) 1,281 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.

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