

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

(Last) (First) (Middle)
 777 EAST WISCONSIN AVENUE,
 SUITE 1400
 (Street)

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

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.

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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

buy)								
Employee Stock Option (right to buy)	\$ 27.75					10/06/2004 ⁽²⁾	10/06/2013	Common Stock
Employee Stock Option (right to buy)	\$ 43.9	11/08/2004	A	80,000		11/08/2005 ⁽²⁾	11/08/2014	Common Stock
Common Stock Share Equivalents	⁽³⁾					⁽⁴⁾	⁽⁴⁾	Common Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
EISENBROWN STEVEN A 777 EAST WISCONSIN AVENUE, SUITE 1400 MILWAUKEE, WI 53202			Senior Vice President	

Signatures

K. A. Balistreri, Attorney-in-Fact for Steven A. Eisenbrow	11/10/2004
⁽³⁾ 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) Shares represented by Company stock fund units under the Company's Savings Plan which were acquired on a periodic basis pursuant to the Plan, based on information furnished by the Plan Administrator as of 11/01/2004.
- (2) The option vests in three substantially equal annual installments beginning on the date exercisable.
Share equivalents represented by Company stock fund units credited under the Company's nonqualified savings plan based on information furnished by the Plan Administrator as of 11/01/2004. The number of share equivalents represented by the balance of a
- (3) participant's Company stock fund account may not exactly equal the number of share equivalents represented by a prior balance plus additions due to variances in the proportion of uninvested cash held in the reference fund used to determine unit values of the Company stock fund under the plan.
- (4) The share equivalents are payable in cash upon retirement or after termination of employment.

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.