

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

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<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities Acquired<br>(A) or Disposed of<br>(D)<br>(Instr. 3, 4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Underlying<br>(Instr. 3 and |
|---|---|---|---|---|--|--|---|
|   |   |   |   | Code V (A) (D)                          |  | Date Exercisable Expiration Date                               | Title                                       |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$ 17.1029  | 11/08/2004                              |   | M                                       | 19,350   | 01/08/2000 01/08/2009  | Common<br>Stock                             |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$ 20.349   |   |   |   |  | 10/04/2000 10/04/2009  | Common<br>Stock                             |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$ 11.6038  | 11/08/2004                              |   | M                                       | 4,000  | 10/02/2001 10/02/2010  | Common<br>Stock                             |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$ 13.4   |   |   |   |  | 10/01/2002 10/01/2011  | Common<br>Stock                             |
| Employee<br>Stock<br>Option<br>(right to            | \$ 15.5   |   |   |   |  | 10/07/2003 <sup>(2)</sup> 10/07/2012                           | Common<br>Stock                             |

|                                      |          |            |   |        |                           |                           |            |  |  |  |              |
|--------------------------------------|----------|------------|---|--------|---------------------------|---------------------------|------------|--|--|--|--------------|
| buy)                                 |          |            |   |        |                           |                           |            |  |  |  |              |
| Employee Stock Option (right to buy) | \$ 27.75 |            |   |        |                           | 10/06/2004 <sup>(2)</sup> | 10/06/2013 |  |  |  | Common Stock |
|                                      |          |            |   |        |                           |                           |            |  |  |  |              |
| Employee Stock Option (right to buy) | \$ 43.9  | 11/08/2004 | A | 80,000 | 11/08/2005 <sup>(2)</sup> | 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<br>777 EAST WISCONSIN AVENUE, SUITE 1400<br>MILWAUKEE, WI 53202 |               |           | Senior Vice President |       |

## Signatures

|   |            |
|---|------------|
| K. A. Balistreri, Attorney-in-Fact for Steven A. Eisenbrown | 11/10/2004 |
| <u>                </u> **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 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.

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