

Moret Blake D.  
Form 3  
April 01, 2011

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol |  |
| Â Moret Blake D.                          |         | (Month/Day/Year)                     | ROCKWELL AUTOMATION INC [ROK]                      |  |
| (Last)                                    | (First) | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer   | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
|   |         |                                      |  |  |
| 1201 SOUTH SECOND STREET                  |         |                                      | (Check all applicable)                             |  |
| (Street)                                  |         |                                      | <input type="checkbox"/> Director                  | <input type="checkbox"/> 10% Owner                                     |
|   |         |                                      | <input type="checkbox"/> Officer                   | <input type="checkbox"/> Other   |
| MILWAUKEE, WI 53204                       |         |                                      | (give title below)                                 | (specify below)  |
| (City)                                    | (State) | (Zip)                                | SVP  |  |
|   |         |                                      |  | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
|   |         |                                      |  | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |                                      |  | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 839.7099  | I  | By Savings Plan <sup>(1)</sup>                        |
| Common Stock                    | 5,450   | D <sup>(2)</sup>   | Â   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**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.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of | 5. Ownership Form of Derivative | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|------------------------------------|---------------------------------|---|
|--|--|---|------------------------------------|---------------------------------|---|

## Edgar Filing: Moret Blake D. - Form 3

|                                      | Date Exercisable          | Expiration Date  | Title        | Amount or Number of Shares | Derivative Security | Security: Direct (D) or Indirect (I) (Instr. 5) |                                      |
|--------------------------------------|---------------------------|------------------|--------------|----------------------------|---------------------|---|--------------------------------------|
| Employee Stock Option (Right to Buy) | 12/03/2009 <sup>(3)</sup> | 12/03/2018       | Common Stock | 7,334                      | \$ 29.37            | D   | Â                                    |
| Employee Stock Option (Right to Buy) | 12/09/2010 <sup>(4)</sup> | 12/09/2019       | Common Stock | 9,100                      | \$ 46.16            | D   | Â                                    |
| Employee Stock Option (Right to Buy) | 12/07/2011 <sup>(5)</sup> | 12/07/2020       | Common Stock | 7,400                      | \$ 69.57            | D   | Â                                    |
| Common Stock Share Equivalents       | Â <sup>(7)</sup>          | Â <sup>(8)</sup> | Common Stock | 8.7644                     | \$ 0 <sup>(6)</sup> | I   | Nonqual. Savings Plan <sup>(9)</sup> |

## Reporting Owners

| Reporting Owner Name / Address                                    | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| Moret Blake D.<br>1201 SOUTH SECOND STREET<br>MILWAUKEE, WI 53204 | Â             | Â         | Â SVP   | Â     |

## Signatures

|   |                     |
|---|---------------------|
| Karen A. Balistreri, Attorney-in-Fact for Blake D.<br>Moret | 04/01/2011          |
| <small>**Signature of Reporting Person</small>              | <small>Date</small> |

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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 acquired under the Company Savings Plan, based on information furnished by the Plan Administrator as of 2/28/2011.
- (2) 5,450 shares are held by Company to implement restrictions on transfer unless and until certain conditions are met.
- (3) The option vests in three substantially equal annual installments beginning on the date exercisable.
- (4) The option vests in three substantially equal annual installments beginning on the date exercisable.
- (5) The option vests in three substantially equal annual installments beginning on the date exercisable.
- (6) Each unit is the economic equivalent of one share of Company common stock.
- (7) The share equivalents are payable in cash upon retirement or after termination of employment.
- (8) The share equivalents are payable in cash upon retirement or after termination of employment.
- (9) Share equivalents represented by Company stock fund units acquired under the Company Nonqualified Savings Plan, based on information furnished by the Plan Administrator as of 2/28/2011.

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.