

ROCKWELL AUTOMATION INC  
Form 3  
November 13, 2007

**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 Etzel Steven W.		(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
MILWAUKEE, WI 53204			<input type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below)	(specify below)
			VP and Treasurer	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	60.67	I	By Savings Plan <sup>(3)</sup>
Common Stock	600 <sup>(7)</sup>	D	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)
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	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)	11/08/2005	11/08/2014	Common Stock	13,300	\$ 43.9	D	Â
Employee Stock Option (Right to Buy)	11/07/2006 <sup>(1)</sup>	11/07/2015	Common Stock	3,100	\$ 56.36	D	Â
Employee Stock Option (Right to Buy)	12/06/2007 <sup>(2)</sup>	12/06/2016	Common Stock	3,300	\$ 63.59	D	Â
Common Stock Share Equivalents	Â <sup>(4)</sup>	Â <sup>(5)</sup>	Common Stock	3.57	\$ 0	I	Nonqual. Savings Plan <sup>(6)</sup>

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Etzel Steven W. 1201 SOUTH SECOND STREET MILWAUKEE, WI 53204	Â	Â	Â VP and Treasurer	Â

## Signatures

Karen A. Balistreri, Attorney-in-Fact for Steven W. Etzel  
11/12/2007

\_\_Signature of Reporting Person

Date

## 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) The option vests in three substantially equal annual installments beginning on the date exercisable.
- (2) The option vests in three substantially equal annual installments beginning on the date exercisable.
- (3) Shares represented by Company stock fund units acquired under the Company Savings Plan.
- (4) The share equivalents are payable in cash upon retirement or after termination of employment.
- (5) The share equivalents are payable in cash upon retirement or after termination of employment.
- (6) Share equivalents represented by Company stock fund units acquired under the Company's Nonqualified Savings Plan.
- (7) 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. 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.