RUFF ROBERT A

Form 4

August 23, 2007

FORM 4

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

OMB 3235-0287 Number:

Estimated average

burden hours per

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

January 31, Expires: 2005

0.5

OMB APPROVAL

Form 4 or Form 5 obligations may continue.

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

SECURITIES

response...

See Instruction

30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person ** RUFF ROBERT A			2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
			ROCKWELL AUTOMATION INC [ROK]	(Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)	Director 10% Owner Officer (give title Other (specify			
1201 SOUTH SECOND STREET			08/22/2007	below) below) Sr. Vice President			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
			Filed(Month/Day/Year)	Applicable Line)			
MILWAUKEE, WI 53204				_X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Acc	quired, Disposed of, or Beneficially Owned			
1 Title of	2 Transaction I	Date 2A Dee	med 3 4 Securities Acquired	5 Amount of 6 Ownership 7 Nature			

(City)	(State) (Zip) Table	e I - Non-D	D erivative	Secur	ities Acq	uired, Disposed o	f, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	(A) or		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 Indirect Beneficial Ownership (Instr. 4)	
Common Stock			Code V	Amount	(D)	Price	5,002.21	I	By Savings Plan (1)
Common Stock	08/22/2007		M	6,600	A	\$ 27.75	25,000	D	
Common Stock	08/22/2007		S	200	D	\$ 68.96	24,800	D	
Common Stock	08/22/2007		S	400	D	\$ 68.95	24,400	D	
Common Stock	08/22/2007		S	514	D	\$ 68.94	23,886	D	

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Common Stock	08/22/2007	S	1,086	D	\$ 68.93	22,800	D
Common Stock	08/22/2007	S	100	D	\$ 68.92	22,700	D
Common Stock	08/22/2007	S	100	D	\$ 68.9	22,600	D
Common Stock	08/22/2007	S	200	D	\$ 68.89	22,400	D
Common Stock	08/22/2007	S	3,700	D	\$ 68.88	18,700	D
Common Stock	08/22/2007	S	300	D	\$ 68.87	18,400	D (2)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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. Transactic Code (Instr. 8)	Securities		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to	\$ 27.75	08/22/2007		M		6,600	10/06/2004	10/06/2013	Common Stock	6,600

Reporting Owners

Buy)

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Sr. Vice President

Reporting Owners 2

RUFF ROBERT A 1201 SOUTH SECOND STREET MILWAUKEE, WI 53204

Signatures

Karen A. Balistreri, Attorney-in-Fact for Robert A. Ruff

08/23/2007

**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) Includes shares represented by Company stock fund units acquired under the Company Savings Plan since the date of the last ownership report for this person, based on information furnished by the Plan Administrator as of 06/30/2007.
- (2) 7,400 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.

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