

DUN &amp; BRADSTREET CORP/NW

Form 4

August 22, 2007

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
ALESIO STEVEN W

2. Issuer Name **and** Ticker or Trading  
Symbol

DUN & BRADSTREET CORP/NW  
[DNB]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)

103 JFK PARKWAY

(Street)

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

08/20/2007

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)

Chairman and CEO

SHORT HILLS, NJ 07078

(City) (State) (Zip)

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

**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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|--------|------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount | (A) or (D) Price |                                                                                               |                                                          |                                                       |
| Common Stock                    | 08/20/2007                           |                                                    | S                              |                                                                   | 100    | D \$ 90.54       | 147,309                                                                                       | D                                                        |                                                       |
| Common Stock                    | 08/20/2007                           |                                                    | S                              |                                                                   | 100    | D \$ 90.53       | 147,209                                                                                       | D                                                        |                                                       |
| Common Stock                    | 08/20/2007                           |                                                    | S                              |                                                                   | 100    | D \$ 90.52       | 147,109                                                                                       | D                                                        |                                                       |
| Common Stock                    | 08/20/2007                           |                                                    | S                              |                                                                   | 400    | D \$ 90.51       | 146,709                                                                                       | D                                                        |                                                       |
| Common Stock                    | 08/20/2007                           |                                                    | S                              |                                                                   | 100    | D \$ 90.5        | 146,609                                                                                       | D                                                        |                                                       |

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|              |            |   |     |   |          |         |   |
|--------------|------------|---|-----|---|----------|---------|---|
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.49 | 146,509 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.47 | 146,409 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.46 | 146,309 | D |
| Common Stock | 08/20/2007 | S | 200 | D | \$ 90.41 | 146,109 | D |
| Common Stock | 08/20/2007 | S | 400 | D | \$ 90.4  | 145,709 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.39 | 145,609 | D |
| Common Stock | 08/20/2007 | S | 300 | D | \$ 90.38 | 145,309 | D |
| Common Stock | 08/20/2007 | S | 400 | D | \$ 90.36 | 144,909 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.35 | 144,809 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.32 | 144,709 | D |
| Common Stock | 08/20/2007 | S | 300 | D | \$ 90.31 | 144,409 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.3  | 144,309 | D |
| Common Stock | 08/20/2007 | S | 200 | D | \$ 90.29 | 144,109 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.28 | 144,009 | D |
| Common Stock | 08/20/2007 | S | 500 | D | \$ 90.27 | 143,509 | D |
| Common Stock | 08/20/2007 | S | 400 | D | \$ 90.26 | 143,109 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.25 | 143,009 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.23 | 142,909 | D |
| Common Stock | 08/20/2007 | S | 200 | D | \$ 90.2  | 142,709 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.19 | 142,609 | D |
|              | 08/20/2007 | S | 800 | D |          | 141,809 | D |

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|              |            |  |   |     |   |          |         |   |
|--------------|------------|--|---|-----|---|----------|---------|---|
| Common Stock |            |  |   |     |   | \$ 90.17 |         |   |
| Common Stock | 08/20/2007 |  | S | 200 | D | \$ 90.16 | 141,609 | D |
| Common Stock | 08/20/2007 |  | S | 200 | D | \$ 90.15 | 141,409 | D |
| Common Stock | 08/20/2007 |  | S | 100 | D | \$ 90.13 | 141,309 | D |
| Common Stock | 08/20/2007 |  | S | 500 | D | \$ 90.1  | 140,809 | D |

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

**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.**

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 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 Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6) |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------|-------------------------------------------------------------------------------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date                                               | Title                                      | Amount or Number of Shares                                                                      |

## Reporting Owners

| Reporting Owner Name / Address                              | Relationships                    |
|-------------------------------------------------------------|----------------------------------|
|                                                             | Director 10% Owner Officer Other |
| ALESIO STEVEN W<br>103 JFK PARKWAY<br>SHORT HILLS, NJ 07078 | X Chairman and CEO               |

## Signatures

/s/ Steven W.  
Alesio 08/22/2007

\_\_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).

### Remarks:

These transactions were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 15, 2007. The

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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