

DUN & BRADSTREET CORP/NW  
Form 4  
December 19, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**BURKE JAMES P**

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)  
**12/17/2007**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
President, U.S. Cust. Segments

**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)
				(A) or (D)	Price		
Common Stock	12/17/2007		M	6,200	A \$ 36.16	31,420	D
Common Stock	12/17/2007		M	5,200	A \$ 34.165	36,620	D
Common Stock	12/17/2007		M	3,750	A \$ 53.3	40,370	D
Common Stock	12/17/2007		M	375	A \$ 54.485	40,745	D
Common Stock	12/17/2007		M	6,550	A \$ 60.535	47,295	D

Edgar Filing: DUN & BRADSTREET CORP/NW - Form 4

Common Stock	12/17/2007	S	429	D	\$ 89.35	46,866	D
Common Stock	12/17/2007	S	1,400	D	\$ 89.33	45,466	D
Common Stock	12/17/2007	S	38	D	\$ 89.12	45,428	D
Common Stock	12/17/2007	S	2,300	D	\$ 89.08	43,128	D
Common Stock	12/17/2007	S	900	D	\$ 89.05	42,228	D
Common Stock	12/17/2007	S	100	D	\$ 89.03	42,128	D
Common Stock	12/17/2007	S	2,338	D	\$ 89.02	39,790	D
Common Stock	12/17/2007	S	1,200	D	\$ 90.2	38,590	D
Common Stock	12/17/2007	S	200	D	\$ 90.12	38,390	D
Common Stock	12/17/2007	S	300	D	\$ 90.09	38,090	D
Common Stock	12/17/2007	S	100	D	\$ 89.98	37,990	D
Common Stock	12/17/2007	S	500	D	\$ 89.55	37,490	D
Common Stock	12/17/2007	S	300	D	\$ 89.54	37,190	D
Common Stock	12/17/2007	S	100	D	\$ 89.49	37,090	D
Common Stock	12/17/2007	S	1,100	D	\$ 89.48	35,990	D
Common Stock	12/17/2007	S	95	D	\$ 89.42	35,895	D
Common Stock	12/17/2007	S	1,143	D	\$ 89.35	34,752	D
Common Stock	12/17/2007	S	200	D	\$ 89.31	34,552	D
Common Stock	12/17/2007	S	800	D	\$ 89.23	33,752	D
Common Stock	12/17/2007	S	71	D	\$ 89.11	33,681	D
	12/17/2007	S	29	D	\$ 89.1	33,652	D

Edgar Filing: DUN & BRADSTREET CORP/NW - Form 4

Common Stock							
Common Stock	12/17/2007		S	900	D	\$ 89.09	32,752 D
Common Stock	12/17/2007		S	500	D	\$ 89.02	32,252 D
Common Stock	12/17/2007		S	700	D	\$ 88.96	31,552 D
Common Stock	12/17/2007		S	600	D	\$ 89.18	30,952 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 (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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title
Non-Qualified Stock Option - right to buy	\$ 36.16	12/17/2007		M	6,200	12/19/2004 <sup>(1)</sup> 12/19/2011	Common Stock
Non-Qualified Stock Option - right to buy	\$ 34.165	12/17/2007		M	5,200	02/12/2006 <sup>(1)</sup> 02/12/2013	Common Stock
Non-Qualified Stock Option - right to buy	\$ 53.3	12/17/2007		M	3,750	02/09/2005 <sup>(2)</sup> 02/09/2014	Common Stock
Non-Qualified Stock Option - right to buy	\$ 54.485	12/17/2007		M	375	06/01/2005 <sup>(2)</sup> 05/31/2014	Common Stock
Non-Qualified Stock Option -	\$ 60.535	12/17/2007		M	6,550	02/25/2006 <sup>(2)</sup> 02/25/2015	Common Stock

right to buy

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BURKE JAMES P 103 JFK PARKWAY SHORT HILLS, NJ 07078			President, U.S. Cust. Segments	

## Signatures

/s/ Christine Cappuccia for James P.  
Burke 12/19/2007

\_\_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) One-third of the option vests each year beginning on the date indicated.
- (2) One-fourth of the option vests each year beginning on the date indicated.

### Remarks:

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

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.