

ALDEN JOHN W
Form 4
February 15, 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

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
ALDEN JOHN 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)
02/14/2007

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

SHORT HILLS, NJ 07078

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

(City) (State) (Zip)

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 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	02/14/2007		M		2,473	A	\$ 35.185	8,846.25 D
Common Stock	02/14/2007		M		6,535	A	\$ 35.81	15,381.25 D
Common Stock	02/14/2007		S		1,200	D	\$ 89.33	14,181.25 D
Common Stock	02/14/2007		S		700	D	\$ 89.31	13,481.25 D
Common Stock	02/14/2007		S		600	D	\$ 89.3	12,881.25 D

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Common Stock	02/14/2007	S	600	D	\$ 89.29	12,281.25	D
Common Stock	02/14/2007	S	500	D	\$ 89.28	11,781.25	D
Common Stock	02/14/2007	S	700	D	\$ 89.27	11,081.25	D
Common Stock	02/14/2007	S	600	D	\$ 89.26	10,481.25	D
Common Stock	02/14/2007	S	600	D	\$ 89.25	9,881.25	D
Common Stock	02/14/2007	S	1,200	D	\$ 89.24	8,681.25	D
Common Stock	02/14/2007	S	800	D	\$ 89.23	7,881.25	D
Common Stock	02/14/2007	S	408	D	\$ 89.22	7,473.25	D
Common Stock	02/14/2007	S	1,100	D	\$ 89.21	6,373.25	D

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

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(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	\$ 35.185	02/14/2007		M	2,473	12/04/2003 12/04/2012	Common Stock 2,4
Non-Qualified Stock Option -	\$ 35.81	02/14/2007		M	6,535	02/28/2004 02/28/2013	Common Stock 6,5

right to buy

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ALDEN JOHN W 103 JFK PARKWAY SHORT HILLS, NJ 07078	X			

Signatures

/s/ Annemarie Ettinger for John W. Alden	02/15/2007
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__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).

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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