

DUN & BRADSTREET CORP/NW  
Form 4  
March 12, 2007

**FORM 4**

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

OMB APPROVAL

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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 \*  
CLIFFORD PATRICIA A

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)  
03/08/2007

\_\_\_\_ Director  
 Officer (give title below) \_\_\_\_\_ 10% Owner  
\_\_\_\_\_ Other (specify below)  
SVP Human Resources

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 (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	03/08/2007		M		12,100	A	\$ 23.7188
Common Stock	03/08/2007		M		2,667	A	\$ 36.16
Common Stock	03/08/2007		S		200	D	\$ 88.3
Common Stock	03/08/2007		S		1,100	D	\$ 88.28
Common Stock	03/08/2007		S		1,000	D	\$ 88.24

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Common Stock	03/08/2007	S	400	D	\$ 88.2	25,867	D	
Common Stock	03/08/2007	S	700	D	\$ 88.19	25,167	D	
Common Stock	03/08/2007	S	378	D	\$ 88.17	24,789	D	
Common Stock	03/08/2007	S	200	D	\$ 88.16	24,589	D	
Common Stock	03/08/2007	S	300	D	\$ 88.15	24,289	D	
Common Stock	03/08/2007	S	100	D	\$ 88.1	24,189	D	
Common Stock	03/08/2007	S	500	D	\$ 88.05	23,689	D	
Common Stock	03/08/2007	S	100	D	\$ 88	23,589	D	
Common Stock	03/08/2007	S	300	D	\$ 87.98	23,289	D	
Common Stock	03/08/2007	S	300	D	\$ 87.94	22,989	D	
Common Stock	03/08/2007	S	100	D	\$ 87.93	22,889	D	
Common Stock	03/08/2007	S	500	D	\$ 87.91	22,389	D	
Common Stock	03/08/2007	S	100	D	\$ 87.9	22,289	D	
Common Stock	03/08/2007	S	100	D	\$ 87.89	22,189	D	
Common Stock	03/08/2007	S	100	D	\$ 87.87	22,089	D	
Common Stock	03/08/2007	S	600	D	\$ 87.8	21,489	D	
Common Stock	03/08/2007	S	1,700	D	\$ 87.79	19,789	D	
Common Stock	03/08/2007	S	1,600	D	\$ 87.78	18,189	D	
Common Stock	03/08/2007	S	1,600	D	\$ 87.77	16,589	D	
Common Stock						1,205.157 <sup>(1)</sup>	I	Held in 401(k)

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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 Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Underlying Security (Instr. 3 and 4)
Non-Qualified Stock Option - right to buy	\$ 23.7188	03/08/2007		M	12,100	12/04/2003 <sup>(2)</sup> 12/04/2010	Common Stock
Non-Qualified Stock Option - right to buy	\$ 36.16	03/08/2007		M	2,667	12/19/2004 <sup>(2)</sup> 12/19/2011	Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CLIFFORD PATRICIA A 103 JFK PARKWAY SHORT HILLS, NJ 07078			SVP Human Resources	

## Signatures

/s/ Patricia A. Clifford 03/12/2007

\*\*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) Held in the Company's 401(k) plan as of 2/28/07.
- (2) One-third of the option vested each year beginning on the date indicated.

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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