

DUN & BRADSTREET CORP/NW  
 Form 4  
 November 08, 2013

**FORM 4**

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

OMB APPROVAL

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**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 \*  
 CONTI EMANUELE 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)  
 11/06/2013

\_\_\_\_ Director  
 Officer (give title below)  
 \_\_\_\_ 10% Owner  
 \_\_\_\_ Other (specify below)  
 President, North America

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	11/06/2013		M		2,800	A	\$ 71.275
Common Stock	11/06/2013		M		2,600	A	\$ 88.04
Common Stock	11/06/2013		M		3,700	A	\$ 88.365
Common Stock	11/06/2013		M		5,600	A	\$ 79.58
Common Stock	11/06/2013		M		4,875	A	\$ 70.54

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Common Stock	11/06/2013	M	4,800	A	\$ 80.45	47,727.3711	D	
Common Stock	11/06/2013	M	3,000	A	\$ 82.8	50,727.3711	D	
Common Stock	11/06/2013	S	33,589	D	\$ 108.0716 <u>(1)</u>	17,138.3711	D	
Common Stock						503.864 <u>(2)</u>	I	Held in 401(k)

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.**

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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. 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 Security (Instr. 3 and 4)
Non-Qualified Stock Option - right to buy	\$ 71.275	11/06/2013		M	2,800	02/09/2007 <sup>(3)</sup> 02/09/2016	Common Stock 2
Non-Qualified Stock Option - right to buy	\$ 88.04	11/06/2013		M	2,600	02/08/2008 <sup>(3)</sup> 02/08/2017	Common Stock 2
Non-Qualified Stock Option - right to buy	\$ 88.365	11/06/2013		M	3,700	02/06/2009 <sup>(3)</sup> 02/06/2018	Common Stock 3
Non-Qualified Stock Option - right to buy	\$ 79.58	11/06/2013		M	5,600	02/04/2010 <sup>(3)</sup> 02/04/2019	Common Stock 5
Non-Qualified Stock Option - right to buy	\$ 70.54	11/06/2013		M	4,875	02/11/2011 <sup>(3)</sup> 02/11/2020	Common Stock 4

