

DUN & BRADSTREET CORP/NW
 Form 4
 July 24, 2007

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 *
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)
07/20/2007

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman and CEO

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 or Price		
Common Stock	07/20/2007		M		40,000 A \$ 23.9688	180,309	D
Common Stock	07/20/2007		S		100 D \$ 105.93	180,209	D
Common Stock	07/20/2007		S		100 D \$ 105.91	180,109	D
Common Stock	07/20/2007		S		200 D \$ 105.89	179,909	D
Common Stock	07/20/2007		S		503 D \$ 105.88	179,406	D

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Common Stock	07/20/2007	S	97	D	\$ 105.86	179,309	D
Common Stock	07/20/2007	S	200	D	\$ 105.85	179,109	D
Common Stock	07/20/2007	S	300	D	\$ 105.83	178,809	D
Common Stock	07/20/2007	S	200	D	\$ 105.82	178,609	D
Common Stock	07/20/2007	S	300	D	\$ 105.81	178,309	D
Common Stock	07/20/2007	S	200	D	\$ 105.8	178,109	D
Common Stock	07/20/2007	S	207	D	\$ 105.78	177,902	D
Common Stock	07/20/2007	S	293	D	\$ 105.77	177,609	D
Common Stock	07/20/2007	S	100	D	\$ 105.76	177,509	D
Common Stock	07/20/2007	S	300	D	\$ 105.75	177,209	D
Common Stock	07/20/2007	S	100	D	\$ 105.73	177,109	D
Common Stock	07/20/2007	S	300	D	\$ 105.72	176,809	D
Common Stock	07/20/2007	S	100	D	\$ 105.71	176,709	D
Common Stock	07/20/2007	S	100	D	\$ 105.68	176,609	D
Common Stock	07/20/2007	S	200	D	\$ 105.67	176,409	D
Common Stock	07/20/2007	S	400	D	\$ 105.66	176,009	D
Common Stock	07/20/2007	S	100	D	\$ 105.62	175,909	D
Common Stock	07/20/2007	S	100	D	\$ 105.61	175,809	D
Common Stock	07/20/2007	S	100	D	\$ 105.6	175,709	D
Common Stock	07/20/2007	S	100	D	\$ 105.59	175,609	D
	07/20/2007	S	800	D	\$ 105.58	174,809	D

Common Stock							
Common Stock	07/20/2007		S	300	D	\$ 105.54	174,509 D
Common Stock	07/20/2007		S	200	D	\$ 105.53	174,309 D
Common Stock	07/20/2007		S	200	D	\$ 105.52	174,109 D
Common Stock	07/20/2007		S	600	D	\$ 105.51	173,509 D

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

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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 Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Non-Qualified Stock Option - right to buy	\$ 23.9688	07/20/2007		M	40,000	01/08/2004 ⁽¹⁾	01/08/2011	Common Stock

Reporting Owners

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

Signatures

/s/ Steven W.
Alesio

07/24/2007

__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 vested 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 May 15, 2007. The

This is the first of four Form 4 filings to report these transactions.

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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