

DUN & BRADSTREET CORP/NW
 Form 4
 August 22, 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 *
 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)
 08/20/2007

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

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| Common Stock | 08/20/2007 | | S | 100 | D \$ 90.54 | 147,309 | D |
| Common Stock | 08/20/2007 | | S | 100 | D \$ 90.53 | 147,209 | D |
| Common Stock | 08/20/2007 | | S | 100 | D \$ 90.52 | 147,109 | D |
| Common Stock | 08/20/2007 | | S | 400 | D \$ 90.51 | 146,709 | D |
| Common Stock | 08/20/2007 | | S | 100 | D \$ 90.5 | 146,609 | D |

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

| | | | | | | | |
|--------------|------------|---|-----|---|----------|---------|---|
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.49 | 146,509 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.47 | 146,409 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.46 | 146,309 | D |
| Common Stock | 08/20/2007 | S | 200 | D | \$ 90.41 | 146,109 | D |
| Common Stock | 08/20/2007 | S | 400 | D | \$ 90.4 | 145,709 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.39 | 145,609 | D |
| Common Stock | 08/20/2007 | S | 300 | D | \$ 90.38 | 145,309 | D |
| Common Stock | 08/20/2007 | S | 400 | D | \$ 90.36 | 144,909 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.35 | 144,809 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.32 | 144,709 | D |
| Common Stock | 08/20/2007 | S | 300 | D | \$ 90.31 | 144,409 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.3 | 144,309 | D |
| Common Stock | 08/20/2007 | S | 200 | D | \$ 90.29 | 144,109 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.28 | 144,009 | D |
| Common Stock | 08/20/2007 | S | 500 | D | \$ 90.27 | 143,509 | D |
| Common Stock | 08/20/2007 | S | 400 | D | \$ 90.26 | 143,109 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.25 | 143,009 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.23 | 142,909 | D |
| Common Stock | 08/20/2007 | S | 200 | D | \$ 90.2 | 142,709 | D |
| Common Stock | 08/20/2007 | S | 100 | D | \$ 90.19 | 142,609 | D |
| | 08/20/2007 | S | 800 | D | | 141,809 | D |

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

| | | | | | | | | |
|--------------|------------|---|-----|---|--|----------|---------|---|
| Common Stock | | | | | | \$ 90.17 | | |
| Common Stock | 08/20/2007 | S | 200 | D | | \$ 90.16 | 141,609 | D |
| Common Stock | 08/20/2007 | S | 200 | D | | \$ 90.15 | 141,409 | D |
| Common Stock | 08/20/2007 | S | 100 | D | | \$ 90.13 | 141,309 | D |
| Common Stock | 08/20/2007 | S | 500 | D | | \$ 90.1 | 140,809 | 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 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 Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Beneficially (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

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
08/22/2007

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).

Remarks:

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

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.