

CARSON JOANNE B  
Form 3  
April 03, 2003

FORM 3

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**INITIAL STATEMENT OF 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 Number: 3235-0104  
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Estimated average burden  
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1. Name and Address of Reporting Person\*

**Carson, Joanne B.**

(Last) (First) (Middle)

**103 JFK Parkway**

(Street)  
**Short Hills, NJ 07078**

(City) (State) (Zip)

2. Date of Event

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Requiring Statement  
Month/Day/Year

**03/24/2003**

3. I.R.S. Identification  
Number of Reporting  
Person, if an entity  
(voluntary)

4. Issuer ~~name~~ or Trading Symbol

**The Dun & Bradstreet Corporation**  
**DNB**

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)

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

Description  
**Vice President - Communications**

6. If Amendment,  
Date of Original  
(Month/Day/Year)

7. 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 Beneficially Owned**

1. Title of Security

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(Instr. 4)

2. Amount of Securities Beneficially Owned

(Instr.4)

3. Ownership Form:

Direct (D)

or

Indirect (I)

(Instr. 5)

4. Nature of Indirect Beneficial Ownership

(Instr. 5)

**Common Stock**

**1,000**

**D**

**Common Stock**

**2,203.486**

**I**

**Held in PP/IP (1)  
Common Stock**

**405.331**

I  
Held in ESPP (2)

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**Table II - Derivative Securities Beneficially Owned  
(e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security  
(Instr. 4)  
2. Date Exercisable(DE) and  
Expiration Date(ED)  
(Month/Day/Year)

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DE / ED

3. Title and Amount of  
Underlying Securities  
(Instr. 4)

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Title / Amount or Number of Shares

4. Conversion or  
Exercise  
Price of  
Derivative  
Security

5. Ownership  
Form of  
Derivative  
Security:  
Direct (D)  
or  
Indirect (I)

- (Instr.5) 6. Nature of  
Indirect  
Beneficial  
Ownership

(Instr.5) **Non-Qualified Stock Option (right to buy)**  
12/22/1998 (3) / 12/22/2007  
**Common Stock / 450**  
**\$14.0731**  
D  
**Non-Qualified Stock Option (right to buy)**  
7/1/2003 / 7/1/2008  
**Common Stock / 850**  
**\$16.8920**  
D  
**Non-Qualified Stock Option (right to buy)**  
12/21/2002 (4) / 12/21/2009  
**Common Stock / 1,450**  
**\$14.4083**

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D

**Non-Qualified Stock Option (right to buy)**

12/4/2003 (4) / 12/4/2010

**Common Stock / 6,600**

**\$23.7188**

D

**Non-Qualified Stock Option (right to buy)**

1/31/2004 (4) / 1/31/2011

**Common Stock / 2,500**

**\$25.1000**

D

**Non-Qualified Stock Option (right to buy)**

2/21/2004 (4) / 2/21/2011

**Common Stock / 24,000**

**\$24.8000**

D

**Non-Qualified Stock Option (right to buy)**

12/19/2004 (4) / 12/19/2011

**Common Stock / 29,900**

**\$36.1600**

D

**Non-Qualified Stock Option (right to buy)**

2/12/2006 (4) / 2/12/2013

**Common Stock / 16,900**

**\$34.1650**

D

**Explanation of Responses:**

- (1) Held in PP/IP (Profit Participation/Investment Plan) as of 3/24/2003.
  - (2) Held in ESPP (Employee Stock Purchase Plan) as of 3/24/2003.
  - (3) The option vests in four equal annual installments beginning on the date indicated.
  - (4) The option vests in three equal annual installments beginning on the date indicated.
- By: Date:** /s/ Joanne B. Carson 04/03/2003 \*\* Signature of Reporting Person

SEC 1473 (07-02)

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

\* If the form is filed by more than one reporting person, see Instruction 5(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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