

ALDEN JOHN W  
Form 4  
February 15, 2007

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
ALDEN JOHN 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)  
02/14/2007

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

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 or Price		
Common Stock	02/14/2007		M		2,473 A \$ 35.185	8,846.25	D
Common Stock	02/14/2007		M		6,535 A \$ 35.81	15,381.25	D
Common Stock	02/14/2007		S		1,200 D \$ 89.33	14,181.25	D
Common Stock	02/14/2007		S		700 D \$ 89.31	13,481.25	D
Common Stock	02/14/2007		S		600 D \$ 89.3	12,881.25	D

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Common Stock	02/14/2007	S	600	D	\$ 89.29	12,281.25	D
Common Stock	02/14/2007	S	500	D	\$ 89.28	11,781.25	D
Common Stock	02/14/2007	S	700	D	\$ 89.27	11,081.25	D
Common Stock	02/14/2007	S	600	D	\$ 89.26	10,481.25	D
Common Stock	02/14/2007	S	600	D	\$ 89.25	9,881.25	D
Common Stock	02/14/2007	S	1,200	D	\$ 89.24	8,681.25	D
Common Stock	02/14/2007	S	800	D	\$ 89.23	7,881.25	D
Common Stock	02/14/2007	S	408	D	\$ 89.22	7,473.25	D
Common Stock	02/14/2007	S	1,100	D	\$ 89.21	6,373.25	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.**

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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 Amount of Underlying Security (Instr. 3 and 4)	8. Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Non-Qualified Stock Option - right to buy	\$ 35.185	02/14/2007		M	2,473	12/04/2003 12/04/2012	Common Stock	2,473	
Non-Qualified Stock Option -	\$ 35.81	02/14/2007		M	6,535	02/28/2004 02/28/2013	Common Stock	6,535	

right to buy

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ALDEN JOHN W 103 JFK PARKWAY SHORT HILLS, NJ 07078	X			

## Signatures

/s/ Annemarie Ettinger for John W. Alden	02/15/2007
<small>**Signature of Reporting Person</small>	<small>Date</small>

## 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).

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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