

CLIFFORD PATRICIA A  
Form 4  
December 02, 2009

**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 \*  
CLIFFORD PATRICIA 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)  
11/30/2009

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
SVP & Chief HR Officer

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  | (A) or (D)   | Price   |
| Common Stock                    | 11/30/2009                           |  | M                              |   | 25,000  | A  | \$ 34.605   |
| Common Stock                    | 11/30/2009                           |  | M                              |   | 6,274   | A  | \$ 53.3   |
| Common Stock                    | 11/30/2009                           |  | M                              |   | 5,600   | A  | \$ 60.535   |
| Common Stock                    | 11/30/2009                           |  | M                              |   | 7,650   | A  | \$ 71.275   |
| Common Stock                    | 11/30/2009                           |  | S                              |   | 44,524  | D  | \$ 78.1<br>(1)  |

Edgar Filing: CLIFFORD PATRICIA A - Form 4

Common Stock    11/30/2009    S    1,321.21<sup>(2)</sup>    D    \$ 78.59 0    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.**    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 Underlying Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Non-Qualified Stock Option - right to buy  | \$ 34.605  | 11/30/2009                           |  | M                              | 25,000  | 06/19/2005 <sup>(3)</sup> 06/19/2012                     | Common Stock                                      |
| Non-Qualified Stock Option - right to buy  | \$ 53.3  | 11/30/2009                           |  | M                              | 6,274   | 02/09/2005 <sup>(4)</sup> 02/09/2014                     | Common Stock                                      |
| Non-Qualified Stock Option - right to buy  | \$ 60.535  | 11/30/2009                           |  | M                              | 5,600   | 02/25/2006 <sup>(4)</sup> 02/25/2015                     | Common Stock                                      |
| Non-Qualified Stock Option - right to buy  | \$ 71.275  | 11/30/2009                           |  | M                              | 7,650   | 02/09/2007 <sup>(5)</sup> 02/09/2016                     | Common Stock                                      |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |                        |       |
|---|---------------|-----------|------------------------|-------|
|   | Director      | 10% Owner | Officer                | Other |
| CLIFFORD PATRICIA A<br>103 JFK PARKWAY<br>SHORT HILLS, NJ 07078 |               |           | SVP & Chief HR Officer |       |

## Signatures

/s/ Christine Cappuccia for Patricia A.  
Clifford

12/02/2009

\_\_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) Represents the weighted average sales price. Actual prices ranged from \$77.92 to \$78.67. Upon request from the SEC or a stockholder of the issuer, the reporting person will provide information on the number of shares sold at each separate price.
- (2) Includes 33.79 shares acquired under the issuer's 401(k) plan since the date of the reporting person's last ownership report.
- (3) One-third of the option vested each year beginning on the date indicated.
- (4) One-fourth of the option vested each year beginning on the date indicated.
- (5) One-third of the option vests each year beginning on the date indicated.

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.