

VELDRAN RICHARD H
Form 3
June 10, 2011

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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

(Print or Type Responses)

| | | | | | | |
|---|---------|----------|--------------------------------------|--|---|--|
| 1. Name and Address of Reporting Person * | | | 2. Date of Event Requiring Statement | | 3. Issuer Name and Ticker or Trading Symbol | |
| Â VELDRAN RICHARD H | | | (Month/Day/Year) | | DUN & BRADSTREET CORP/NW [DNB] | |
| (Last) | (First) | (Middle) | 06/01/2011 | | 4. Relationship of Reporting Person(s) to Issuer | |
| 103 JFK PARKWAY | | | | | 5. If Amendment, Date Original Filed(Month/Day/Year) | |
| (Street) | | | | | (Check all applicable) | |
| SHORT HILLS,Â NJÂ 07078 | | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) | |
| (City) | (State) | (Zip) | | | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) SVP, Chief Financial Officer | |
| | | | | | <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (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 | 5,749.9458 | D | Â |
| Common Stock | 1,317.8316 | I | Held in ESPP |

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

SEC 1473 (7-02)

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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 and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative | 5. Ownership Form of Derivative Security: | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|--|---|---|--|
|---|---|--|---|---|--|

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| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | Security | Direct (D) or Indirect (I) (Instr. 5) | |
|---|---------------------------|-----------------|--------------|----------------------------|-----------|---------------------------------------|---|
| Non-Qualified Stock Option - right to buy | 02/09/2005 ⁽¹⁾ | 02/09/2014 | Common Stock | 1,800 | \$ 53.3 | D | Â |
| Non-Qualified Stock Option - right to buy | 02/25/2006 ⁽¹⁾ | 02/25/2015 | Common Stock | 4,300 | \$ 60.535 | D | Â |
| Non-Qualified Stock Option - right to buy | 02/09/2007 ⁽¹⁾ | 02/09/2016 | Common Stock | 12,200 | \$ 71.275 | D | Â |
| Non-Qualified Stock Option - right to buy | 02/08/2008 ⁽¹⁾ | 02/08/2017 | Common Stock | 4,200 | \$ 88.04 | D | Â |
| Non-Qualified Stock Option - right to buy | 02/06/2009 ⁽²⁾ | 02/06/2018 | Common Stock | 4,900 | \$ 88.365 | D | Â |
| Non-Qualified Stock Option - right to buy | 02/04/2010 ⁽²⁾ | 02/04/2019 | Common Stock | 8,700 | \$ 79.58 | D | Â |
| Non-Qualified Stock Option - right to buy | 02/11/2011 ⁽²⁾ | 02/11/2020 | Common Stock | 7,600 | \$ 70.54 | D | Â |
| Non-Qualified Stock Option - right to buy | 03/01/2012 ⁽²⁾ | 03/01/2021 | Common Stock | 7,900 | \$ 80.45 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| VELDRAN RICHARD H 103 JFK PARKWAY SHORT HILLS, NJ 07078 | Â | Â | Â SVP, Chief Financial Officer | Â |

Signatures

/s/ Christine Cappuccia for Richard H. Veldran 06/10/2011

**Signature of Reporting Person

Date

Explanation of Responses:

- * 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).
- (1) One-fourth of the option vested each year beginning on the date indicated.
- (2) One-fourth 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.