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COUGHLIN Form 4 July 06, 2011	CHRISTOPHE	R J										
FORM	1 1								OMB APPROVAL			
	STATES	SECURITIES AND EXCHANGE C Washington, D.C. 20549				COMMISSION	N OMB Number:	3235-0287				
Check thi if no long subject to Section 1 Form 4 or	er STATEN 6.	EMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES							January 31 2005 average Jrs per . 0.5			
Form 5 obligation may conti <i>See</i> Instru 1(b).	inue. Section 17(Public U		response on							
(Print or Type R	Responses)											
1. Name and Address of Reporting Person <u>*</u> COUGHLIN CHRISTOPHER J			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			3. Date of Earliest Transaction (Month/Day/Year) 07/01/2011			X_ Director 10% Owner Officer (give title Other (specify below) below)						
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting						
SHORT HIL	LLS, NJ 07078						Person	More than One R	eporting			
(City)	(State)	(Zip)	Tab	ole I - Non-l	Derivative	Securities A	cquired, Disposed o	of, or Beneficia	lly Owned			
	2. Transaction Date (Month/Day/Year)	Execution any	Date, if	Code (Instr. 8)	TransactionAcquired (A) or		Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
Reminder: Rep	ort on a separate line	e for each cl	ass of sec	urities bene	-	-	-					
					inform requir	nation cont ed to respo ys a currei	spond to the colle ained in this form ond unless the for ntly valid OMB co	i are not rm	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	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount o
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)

(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.	8)	Acquired (or Dispose (D) (Instr. 3, 4 5)	d of				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Phantom Stock Units - Deferred Compensation (1)	(2)	07/01/2011		A		1,733.8 (1)		<u>(3)</u>	(4)	Common Stock	1,733. (1)

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
COUGHLIN CHRISTOPHER J 103 JFK PARKWAY SHORT HILLS, NJ 07078	Х							
Signatures								
/s/ Christine Cappuccia for Christ Coughlin		07/06/	2011					

<u>**</u>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) Phantom stock is reported in units vs. shares in the D&B Common Stock Fund of the issuer's non-employee directors' deferred compensation plan (the "Plan").

Each phantom stock unit entitles the reporting person to a cash payment based on the value on the payout date of the issuer's common(2) stock corresponding to such units. Based on the \$76.17 closing price of the issuer's common stock on the transaction date, each unit corresponds to approximately 2.67 shares.

- (3) The reporting person may transfer these phantom stock units to alternative investment funds in the Plan beginning three years from transaction date.
- (4) These phantom stock units are payable in cash after the reporting person ceases to be a member of the issuer's board of directors.

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.