

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

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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)

**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)

DE / ED

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

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.

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.