#### Edgar Filing: DUN & BRADSTREET CORP/NW - Form 4

### **DUN & BRADSTREET CORP/NW**

Form 4

March 13, 2015

## FORM 4

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

**OMB** Number:

3235-0287 January 31,

0.5

Check this box if no longer

subject to Section 16. Form 4 or

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** 

Expires: 2005 Estimated average

**OMB APPROVAL** 

burden hours per response...

Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

COUGHLIN CHRISTOPHER J Symbol DUN		Symbol	N & BRADSTREET CORP/NW				5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)			
(Last) 103 JFK P	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/11/2015			_	X Director Officer (give title clow)	le 10% Owner Other (specify below)		
SHORT H	(Street) ILLS, NJ 07078		4. If Amendment, Date Original Filed(Month/Day/Year)				Aj _2	Individual or Joint/Group Filing(Check pplicable Line)  X_ Form filed by One Reporting Person  Form filed by More than One Reporting erson		
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned					Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deeme Execution any (Month/Da	Date, if	3. Transactic Code (Instr. 8)	4. Securities on Disposed of (Instr. 3, 4 a	f (D)	uired (A) or	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)
Common Stock	03/11/2015			A	49.0603 (1)	A	\$ 127.205	13,987.2537	D	
Common Stock								800 (2)	I	Wife

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

### Edgar Filing: DUN & BRADSTREET CORP/NW - Form 4

# 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. 5. Number of TransactionDerivative Code Securities (Instr. 8) 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 Securities (Instr. 3 and 4)		
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Phantom Stock Units - Deferred	<u>(4)</u>	03/11/2015		A	104.045 (3)		<u>(5)</u>	<u>(6)</u>	Common Stock	104.045 (3)

# **Reporting Owners**

Reporting Owner Name / Address	Relationships					
· · · · · · · · · · · · · · · · · · ·	Director	10% Owner	Officer	Other		
COUGHLIN CHRISTOPHER J						
103 JFK PARKWAY	X					
SHORT HILLS, NJ 07078						

# **Signatures**

/s/ Kristin R. Kaldor for Christopher J. Coughlin by POA previously filed

03/13/2015

\*\*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) Acquired pursuant to a dividend reinvestment feature of the issuer's non-employee directors' stock incentive plan in connection with restricted stock units held by the reporting person.
- (2) The reporting person disclaims beneficial ownership of these securities, and this report shall not be deemed an admission that the reporting person is the beneficial owner of the securities for purposes of Section 16 or for any other purpose.
- (3) 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 (4) stock corresponding to such units. Based on the \$126.56 closing price of the issuer's common stock on the transaction date, one share of common stock corresponds to approximately 2.68 units.
- (5) The reporting person may transfer these phantom stock units to alternative investment funds in the Plan beginning three years from transaction date.
- (6) 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.

Reporting Owners 2

## Edgar Filing: DUN & BRADSTREET CORP/NW - Form 4

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.