**EQUIFAX INC** Form 4

December 06, 2007

## FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

OMB Number:

3235-0287

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**OMB APPROVAL** 

response...

if no longer subject to Section 16. Form 4 or

Check this box

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)

1. Name and AcCANFIELD	•	_	2. Issuer Name <b>and</b> Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
			EQUIFAX INC [EFX]	(Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction				
			(Month/Day/Year)	X Director 10% Owner			
1550 PEACHTREE STREET, N.W.			12/05/2007	_X_ Officer (give title Other (specify below)			
				President, TALX			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
			Filed(Month/Day/Year)	Applicable Line)			
ATLANTA, GA 30309				_X_ Form filed by One Reporting Person			
				Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Table I - Non-Derivative Securities Ac	quired, Disposed of, or Beneficially Owned			

(City)	(State)	(Zip) Tab	le I - Non-	Derivative	e Secu	rities Aco	quired, Disposed	of, or Benefic	ially Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Execution Date, if Transactio Code (Month/Day/Year) (Instr. 8)		4. Securities Acquired or(A) or Disposed of (D) (Instr. 3, 4 and 5)  (A) or Amount (D) Price		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 (1)	12/05/2007		S(2)	1,900	D	\$ 36.25	517,234 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007		S(2)	300	D	\$ 36.27	516,934 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock							236,947 (3)	D	
							11,106 <u>(3)</u>	I	

Common Stock								By Canfield Family Foundation
Common Stock						28,506 (3)	I	By IRA
Common Stock						145,891 (3)	I	By William W Canfield GRAT
Common Stock						68,862 <u>(3)</u>	I	By William W Canfield GRAT II
Common Stock						129,136 (3)	I	By William W Canfield GRAT III
Common Stock	12/05/2007	S(2)	1,000	D	\$ 36.29	515,934 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	6,100	D	\$ 36.3	509,834 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	700	D	\$ 36.31	509,134 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	200	D	\$ 36.36	508,934 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	200	D	\$ 36.37	508,734 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	100	D	\$ 36.38	508,634 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	200	D	\$ 36.39	508,434 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	1,200	D	\$ 36.4	507,234 (3)	I	By Wm W Canfield Rev Trust

								U/A 9/1/82
Common Stock	12/05/2007	S(2)	100	D	\$ 36.42	507,134 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	100	D	\$ 36.43	507,034 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	4,100	D	\$ 36.44	502,934 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	200	D	\$ 36.45	502,734 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	1,500	D	\$ 36.46	501,234 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	2,300	D	\$ 36.47	498,934 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	400	D	\$ 36.48	498,534 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	5,400	D	\$ 36.5	493,134 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	1,200	D	\$ 36.52	491,934 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	100	D	\$ 36.53	491,834 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	100	D	\$ 36.54	491,734 <u>(3)</u>	I	By Wm W Canfield Rev Trust U/A 9/1/82

Common Stock	12/05/2007	S(2)	700	D	\$ 36.55	491,034 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/05/2007	S(2)	600	D	\$ 36.51	490,434 (3)	I	By Wm W Canfield Rev Trust U/A 9/1/82

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.

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9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

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. Transac Code (Instr. 8	5. tionNumber of ) Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	<b>:</b>	ate	7. Titl Amou Under Secur (Instr.	nt of lying	8. Price of Derivative Security (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

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## **Reporting Owners**

Reporting Owner Name / Address	Keiationsinps							
	Director	10% Owner	Officer	Other				
CANFIELD WILLIAM W 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309	X		President, TALX					

# **Signatures**

By: Dean C. Arvidson as Attorney-in-Fact for 12/06/2007

\*\*Signature of Reporting Person Date

Reporting Owners 4

## **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) This is the first of two Forms 4 filed by the reporting person on the same date.
- (2) The sales reported in this Form 4 were effected pursuant to a rule 10b5-1 trading plan adopted by the reporting person on November 19, 2007.
- (3) Prior reports aggregated all directly and indirectly owned shares. The current report lists each separate form of holdings separately, as required by General Instruction 4(b)(iii) of Form 4 & 5.

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.