

EQUIFAX INC
Form 4
June 08, 2007

FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN 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 *
CANFIELD WILLIAM W

(Last) (First) (Middle)

1550 PEACHTREE STREET, N.W.

(Street)

ATLANTA, GA 30309

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
EQUIFAX INC [EFX]

3. Date of Earliest Transaction (Month/Day/Year)
06/06/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

President, TALX

6. 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 Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Common Stock | 06/06/2007 | | S ⁽¹⁾ | 400 | D \$ 43.24 | 1,267,154 ⁽²⁾ | D |
| Common Stock | 06/06/2007 | | S ⁽¹⁾ | 1,600 | D \$ 43.25 | 1,265,554 ⁽²⁾ | D |
| Common Stock | 06/06/2007 | | S ⁽¹⁾ | 800 | D \$ 43.5 | 1,188,454 ⁽²⁾ | D |
| Common Stock | 06/06/2007 | | S ⁽¹⁾ | 5,600 | D \$ 43.51 | 1,182,854 ⁽²⁾ | D |
| Common Stock | 06/06/2007 | | S ⁽¹⁾ | 7,100 | D \$ 43.52 | 1,175,754 ⁽²⁾ | D |

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| | | | | | | | | |
|--------------|------------|------------------------|--------|---|----------|--------------------------|---|-----------|
| Common Stock | 06/06/2007 | M | 70,322 | A | \$ 2.42 | 1,246,076 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | M | 42,193 | A | \$ 4.65 | 1,288,269 ⁽²⁾ | D | |
| Common Stock | | | | | | 21,096 ⁽²⁾ | I | By Spouse |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 5,200 | D | \$ 43.26 | 1,260,354 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 3,500 | D | \$ 43.27 | 1,256,854 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 800 | D | \$ 43.28 | 1,256,054 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 400 | D | \$ 43.29 | 1,255,654 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 8,200 | D | \$ 43.3 | 1,247,454 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 14,300 | D | \$ 43.31 | 1,233,154 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 6,400 | D | \$ 43.32 | 1,226,754 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 6,700 | D | \$ 43.33 | 1,220,054 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 2,100 | D | \$ 43.34 | 1,217,954 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 1,300 | D | \$ 43.35 | 1,216,654 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 1,100 | D | \$ 43.36 | 1,215,554 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 900 | D | \$ 43.37 | 1,214,654 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 100 | D | \$ 43.39 | 1,214,554 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 4,400 | D | \$ 43.4 | 1,210,154 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 3,800 | D | \$ 43.41 | 1,206,354 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 3,200 | D | \$ 43.42 | 1,203,154 ⁽²⁾ | D | |
| Common Stock | 06/06/2007 | <u>S⁽¹⁾</u> | 4,300 | D | \$ 43.43 | 1,198,854 ⁽²⁾ | D | |
| | 06/06/2007 | <u>S⁽¹⁾</u> | 1,000 | D | | 1,197,854 ⁽²⁾ | D | |

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| | | | | | | | |
|--------------|------------|------------------|-------|---|----------|-----------|------------------|
| Common Stock | | | | | \$ 43.45 | | |
| Common Stock | 06/06/2007 | S ⁽¹⁾ | 2,800 | D | \$ 43.46 | 1,195,054 | ⁽²⁾ D |
| Common Stock | 06/06/2007 | S ⁽¹⁾ | 4,600 | D | \$ 43.47 | 1,190,454 | ⁽²⁾ D |
| Common Stock | 06/06/2007 | S ⁽¹⁾ | 1,200 | D | \$ 43.49 | 1,189,254 | ⁽²⁾ D |

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

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(9-02)

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. Transaction Code (Instr. 8) | 5. Number of Derivative Securities 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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Stock Option/Right to Buy | \$ 2.42 | 06/06/2007 | | M | 70,322 | ⁽³⁾ 05/14/2009 | Common Stock 70,322 |
| Stock Option/Right to Buy | \$ 4.65 | 06/06/2007 | | M | 42,193 | ⁽³⁾ 05/10/2010 | Common Stock 42,193 |

Reporting Owners

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

Signatures

By: Kathryn J. Harris as
Attorney-in-Fact for

06/08/2007

__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) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 23, 2007.
Good faith estimate of Equifax common stock received in the merger of TALX Corporation into Equifax Inc. in exchange for Equifax
- (2) common stock pursuant to a cash/stock election based on a preliminary proration and allocation calculations, as detailed in footnote 1 of the original Form 4 dated 5/15/07, to which an amendment will be filed once the final calculations are complete.
- (3) The option vests in full on 5/15/07.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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