

CANFIELD WILLIAM W
Form 4
December 11, 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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

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

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

1550 PEACHTREE STREET, N.W.

12/10/2007

President, TALX

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

ATLANTA, GA 30309

(City) (State) (Zip)

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)			
			Code	V	Amount	(D)	Price			
Common Stock	12/10/2007		S ⁽¹⁾		400	D	\$ 37.81	430,034	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007		S ⁽¹⁾		200	D	\$ 37.82	429,834	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007		S ⁽¹⁾		500	D	\$ 37.85	429,334	I	By Wm W Canfield Rev Trust U/A 9/1/82

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Common Stock	12/10/2007	<u>S(1)</u>	3,000	D	\$ 37.86	426,334	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	100	D	\$ 37.87	426,234	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	600	D	\$ 37.9	425,634	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	1,100	D	\$ 37.91	424,534	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	400	D	\$ 37.92	424,134	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	300	D	\$ 37.93	423,834	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	300	D	\$ 37.95	423,534	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	900	D	\$ 37.96	422,634	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	900	D	\$ 37.97	421,734	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	2,000	D	\$ 37.98	419,734	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S(1)</u>	3,700	D	\$ 37.99	416,034	I	By Wm W Canfield Rev Trust U/A 9/1/82
	12/10/2007	<u>S(1)</u>	2,500	D	\$ 38	413,534	I	

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Common Stock								By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S⁽¹⁾</u>	1,000	D	\$ 38.01	412,534	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S⁽¹⁾</u>	100	D	\$ 38.02	412,434	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S⁽¹⁾</u>	200	D	\$ 38.06	412,234	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S⁽¹⁾</u>	200	D	\$ 38.07	412,034	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S⁽¹⁾</u>	800	D	\$ 38.08	411,234	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S⁽¹⁾</u>	300	D	\$ 38.11	410,934	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/10/2007	<u>S⁽¹⁾</u>	500	D	\$ 38.15	410,434	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock						236,947	D	
Common Stock						11,106	I	By Canfield Family Foundation
Common Stock						28,506	I	By IRA
Common Stock						145,891	I	By William W Canfield GRAT
Common Stock						68,862	I	By William W Canfield GRAT II

