

EQUIFAX INC
Form 4
December 06, 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)
12/05/2007

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) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
| | | | Code | V | Amount | (D) | Price |
| 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 ⁽³⁾ | I | |

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| | | | | | | | | | |
|--------------|------------|------------------------|-------|---|----------|------------------------|---|--|---------------------------------------|
| 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 ⁽³⁾ | I | | By William W Canfield GRAT II |
| Common Stock | | | | | | 129,136 ⁽³⁾ | I | | By William W Canfield GRAT III |
| Common Stock | 12/05/2007 | <u>S⁽²⁾</u> | 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 | <u>S⁽²⁾</u> | 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 | <u>S⁽²⁾</u> | 700 | D | \$ 36.31 | 509,134 ⁽³⁾ | I | | By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | 12/05/2007 | <u>S⁽²⁾</u> | 200 | D | \$ 36.36 | 508,934 ⁽³⁾ | I | | By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | 12/05/2007 | <u>S⁽²⁾</u> | 200 | D | \$ 36.37 | 508,734 ⁽³⁾ | I | | By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | 12/05/2007 | <u>S⁽²⁾</u> | 100 | D | \$ 36.38 | 508,634 ⁽³⁾ | I | | By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | 12/05/2007 | <u>S⁽²⁾</u> | 200 | D | \$ 36.39 | 508,434 ⁽³⁾ | I | | By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | 12/05/2007 | <u>S⁽²⁾</u> | 1,200 | D | \$ 36.4 | 507,234 ⁽³⁾ | I | | By Wm W Canfield Rev Trust |

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

SEC 1474
(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) | 8. Price of Derivative Security (Instr. 5) | 9. Nu Deriv Secur Bene Own Follo Trans (Instr |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------|-----------------------------------------------|
| | | | | | | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| | | | | | | Code | V (A) (D) | | |

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

__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) 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.

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