

EQUIFAX INC
Form 4
February 27, 2008

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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)
02/25/2008

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) Code V Amount (D) Price | | | |
| Common Stock | 02/25/2008 | | S | 8,501 D | \$ 35.5 (1) 1,105 | I | By Canfield Family Foundation |
| Common Stock | 02/25/2008 | | S | 1,105 D | \$ 35.67 0 | I | By Canfield Family Foundation |
| Common Stock | 02/25/2008 | | S | 28,506 D | \$ 35.51 (1) 0 | I | By IRA |
| Common Stock | 02/25/2008 | | S | 13,300 D | \$ 35.73 612,691 | I | By Wm W Canfield |

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| | | | | | | | | |
|--------------|------------|---|--------|---|---------------------------|---------|---|---|
| Common Stock | 02/25/2008 | S | 11,700 | D | \$ 35.7 | 600,991 | I | Rev Trust U/A 9/1/82 By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | 02/25/2008 | S | 29,006 | D | \$ 35.69 <u>(2)</u> | 571,985 | I | By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | 02/26/2008 | S | 25,000 | D | \$ 35.9 | 546,985 | I | By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | 02/26/2008 | S | 25,000 | D | \$ 36.1 | 521,985 | I | By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | 02/26/2008 | S | 25,000 | D | \$ 36.3 | 496,985 | I | By Wm W Canfield Rev Trust U/A 9/1/82 |
| Common Stock | | | | | | 246,947 | D | |
| Common Stock | | | | | | 3,632 | I | By William W Canfield GRAT |
| Common Stock | | | | | | 68,862 | I | By William W Canfield GRAT II |
| Common Stock | | | | | | 48,928 | I | By William W Canfield GRAT III |

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

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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 | 2. Conversion or Exercise | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any | 4. Transaction Code | 5. Number of | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying | 8. Price of Derivative Security | 9. Nu Deriv Secur |
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|--------------|--|-----------------------------------|---------------------------------|-------------------|
|---------------------------------|---------------------------|--------------------------------------|-----------------------------------|---------------------|--------------|--|-----------------------------------|---------------------------------|-------------------|

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| (Instr. 3) | Price of Derivative Security | (Month/Day/Year) | (Instr. 8) | Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | Securities (Instr. 3 and 4) | (Instr. 5) | Bene- Own- Follo- Repo- Trans- (Instr. | | | |
|------------|------------------------------------|------------------|------------|---|--------------------------------|------------|---|--------------------|-------|--|
| | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |

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

02/27/2008

__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 shares were sold at prices ranging from \$35.50 to \$35.57.
- (2) The shares were sold at prices ranging from \$35.50 to \$35.67.

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