EQUIFAX INC Form 4

December 07, 2007

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

OMB 3235-0287 Number:

January 31, Expires: 2005

OMB APPROVAL

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SECURITIES Form 5 obligations

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 may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(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		
(Last) (First) (Middle)		Middle)	3. Date of Earliest Transaction	(Check all applicable)		
1550 PEACHTREE STREET, N.W.		Γ, N.W.	(Month/Day/Year) 12/06/2007	X Director 10% Owner Specify below)		
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
ATLANTA, GA 30309			Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		

(City)	(State)	(Zip) Tab	le I - Non-l	Derivative	Secu	rities Acc	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)	3. Transaction Code (Instr. 8)	4. Securi on(A) or Di (Instr. 3,	ispose	d of (D)	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)	12/06/2007		S(2)	100	D	\$ 37.64	461,734	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007		S(2)	200	D	\$ 37.66	461,534	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007		S(2)	100	D	\$ 37.67	461,434	I	By Wm W Canfield Rev Trust U/A 9/1/82

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Common Stock	12/06/2007	S(2)	100	D	\$ 37.68	461,334	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	100	D	\$ 37.69	461,234	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	400	D	\$ 37.7	460,834	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	200	D	\$ 37.71	460,634	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	200	D	\$ 37.74	460,434	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
Common Stock						129,136	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)

 $\label{thm:convertible} \begin{tabular}{ll} Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned \\ (e.g., puts, calls, warrants, options, convertible securities) \end{tabular}$

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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. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D)		ate	7. Title Amoun Underly Securiti (Instr. 3	t of ying es	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
				Code V	(Instr. 3, 4, and 5) (A) (D)	Date Exercisable	Expiration Date	Title N	Amount or Number of Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships							
. 9	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 12/07/2007

**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 five of five Forms 4 filed by the reporting person on the same date.
- 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.

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.

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