

CHAPMAN THOMAS F
Form 4
August 09, 2005

FORM 4

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

OMB APPROVAL

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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 *
CHAPMAN THOMAS F

(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)
08/05/2005

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)
Chairman and CEO

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	(A) or (D)	Price
Common Stock	08/05/2005		M		52,800	A	\$ 24.18
Common Stock	08/05/2005		S		300	D	\$ 36.38
Common Stock	08/05/2005		S		300	D	\$ 36.28
Common Stock	08/05/2005		S		32,000	D	\$ 36.05
Common Stock	08/05/2005		S		500	D	\$ 36.04

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Common Stock	08/05/2005	S	5,000	D	\$ 35.87	338,729	D	
Common Stock	08/05/2005	S	2,000	D	\$ 35.97	336,729	D	
Common Stock	08/05/2005	S	500	D	\$ 36	336,229	D	
Common Stock	08/05/2005	S	800	D	\$ 36.01	335,429	D	
Common Stock	08/05/2005	S	8,000	D	\$ 35.95	327,429	D	
Common Stock	08/05/2005	S	3,400	D	\$ 35.94	324,029	D	
Common Stock						7,089	I	By 401(k)
Common Stock						17,000	I	By Family Partnership

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

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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)	Amount or Number of Shares
Stock Option/Right to Buy	\$ 24.18	08/05/2005		M	52,800	<u>(1)</u> 08/07/2011	Common Stock	52,800

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

CHAPMAN THOMAS F
1550 PEACHTREE STREET, N.W. X Chairman and CEO
ATLANTA, GA 30309

Signatures

By: Kent E. Mast as 08/09/2005
Attorney-in-Fact for

__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 option vests in four equal annual increments beginning on 8/7/01.

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.