EQUIFAX INC Form 4

December 07, 2007

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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subject to Section 16. Form 4 or Form 5 obligations

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if no longer

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 * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading CANFIELD WILLIAM W Issuer Symbol **EQUIFAX INC [EFX]** (Check all applicable) (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) _X__ Director 10% Owner X_ Officer (give title Other (specify 1550 PEACHTREE STREET, N.W. 12/06/2007 below) President, TALX (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting

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. Transactio Code (Instr. 8)	4. Securi on(A) or Di (Instr. 3,	spose	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		Code V S(2)	Amount 600	(D)	Price \$ 37.06	475,234	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007		S(2)	100	D	\$ 37.07	475,134	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007		S(2)	100	D	\$ 37.08	475,034	I	By Wm W Canfield Rev Trust U/A 9/1/82

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Common Stock	12/06/2007	S(2)	500	D	\$ 37.18	474,534	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	100	D	\$ 37.19	474,434	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	300	D	\$ 37.21	474,134	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	200	D	\$ 37.22	473,934	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	200	D	\$ 37.25	473,734	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	100	D	\$ 37.27	473,634	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	200	D	\$ 37.29	473,434	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	700	D	\$ 37.3	472,734	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	1,000	D	\$ 37.31	471,734	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	900	D	\$ 37.32	470,834	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	S(2)	500	D	\$ 37.33	470,334	I	By Wm W Canfield Rev Trust U/A 9/1/82
	12/06/2007	S(2)	200	D		470,134	I	

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Common Stock					\$ 37.35			By Wm W Canfield Rev Trust U/A 9/1/82	
Common Stock	12/06/2007	S(2)	300	D	\$ 37.37	469,834	Ι	By Wm W Canfield Rev Trust U/A 9/1/82	
Common Stock	12/06/2007	S(2)	200	D	\$ 37.39	469,634	I	By Wm W Canfield Rev Trust U/A 9/1/82	
Common Stock	12/06/2007	S(2)	400	D	\$ 37.4	469,234	I	By Wm W Canfield Rev Trust U/A 9/1/82	
Common Stock	12/06/2007	S(2)	300	D	\$ 37.41	468,934	I	By Wm W Canfield Rev Trust U/A 9/1/82	
Common Stock	12/06/2007	S(2)	100	D	\$ 37.24	468,834	Ι	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.									
	ection of m are not orm ontrol	SEC 1474 (9-02)							

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number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Tit	le of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title	e and	8. Price of	9. Nu
Deriv	ative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orNumber	Expiration D	ate	Amou	nt of	Derivative	Deriv
Secur	ity	or Exercise		any	Code	of	(Month/Day/	Year)	Under	lying	Security	Secui
(Instr	. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securi	ties	(Instr. 5)	Bene
		Derivative				Securities			(Instr.	3 and 4)		Owne
		Security				Acquired						Follo
		•				(A) or						Repo
						Disposed						Trans
						of (D)						(Instr
						(Instr. 3,						
						4, and 5)						
										Amount		
										Amount		
							Date	Expiration		Or		
							Exercisable	Date		Number of		
					C-J- V	(A) (D)						
					Code V	(A) (D)				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: 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 three 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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