

EQUIFAX INC
Form 4
February 27, 2008

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 *
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)
			Code	V	Amount	(A) or (D)	Price
Common Stock	02/25/2008		S		8,501	D	\$ 35.5 (1)
					1,105	I	
Common Stock	02/25/2008		S		1,105	D	\$ 35.67
					0	I	
Common Stock	02/25/2008		S		28,506	D	\$ 35.51 (1)
					0	I	
Common Stock	02/25/2008		S		13,300	D	\$ 35.73
					612,691	I	

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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.

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.

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(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.

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.