

CANFIELD WILLIAM W
Form 4
June 22, 2007

FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

2. Issuer Name and Ticker or Trading Symbol
EQUIFAX INC [EFX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
1550 PEACHTREE STREET, N.W.

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
06/20/2007

Director 10% Owner
 Officer (give title below) Other (specify below)
President, TALX

ATLANTA, GA 30309

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(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. 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| Common Stock ⁽¹⁾ | 06/20/2007 | | S ⁽²⁾ | 2,000 D | \$ 44.4 | 1,310,954 ⁽³⁾ | D |
| Common Stock | 06/20/2007 | | S ⁽²⁾ | 1,000 D | \$ 44.41 | 1,309,954 ⁽³⁾ | D |
| Common Stock | 06/20/2007 | | S ⁽²⁾ | 6,500 D | \$ 44.42 | 1,303,454 ⁽³⁾ | D |
| Common Stock | 06/20/2007 | | S ⁽²⁾ | 3,000 D | \$ 44.43 | 1,300,454 ⁽³⁾ | D |
| Common Stock | 06/20/2007 | | S ⁽²⁾ | 6,800 D | \$ 44.44 | 1,293,654 ⁽³⁾ | D |

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| | | | | | | | |
|--------------|------------|--------------|-------|---|----------|----------------------|---|
| Common Stock | 06/20/2007 | <u>S</u> (2) | 7,200 | D | \$ 44.45 | 1,286,454 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 6,100 | D | \$ 44.46 | 1,280,354 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 700 | D | \$ 44.47 | 1,279,654 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 600 | D | \$ 44.48 | 1,279,054 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 1,800 | D | \$ 44.49 | 1,277,254 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 5,300 | D | \$ 44.5 | 1,271,954 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 1,200 | D | \$ 44.51 | 1,270,754 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 1,800 | D | \$ 44.52 | 1,268,954 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 900 | D | \$ 44.53 | 1,268,054 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 500 | D | \$ 44.54 | 1,267,554 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 200 | D | \$ 44.14 | 1,267,354 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 1,100 | D | \$ 44.16 | 1,266,254 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 200 | D | \$ 44.17 | 1,266,054 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 200 | D | \$ 44.18 | 1,265,854 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 300 | D | \$ 44.19 | 1,265,554 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 800 | D | \$ 44.21 | 1,264,754 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 900 | D | \$ 44.22 | 1,263,854 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 600 | D | \$ 44.23 | 1,263,254 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 700 | D | \$ 44.24 | 1,262,554 <u>(3)</u> | D |
| Common Stock | 06/20/2007 | <u>S</u> (2) | 2,600 | D | \$ 44.25 | 1,259,954 <u>(3)</u> | D |
| | 06/20/2007 | <u>S</u> (2) | 4,800 | D | | 1,255,154 <u>(3)</u> | D |

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 the second of three Forms 4 filed by the reporting person on the same date.
- (2) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on May 23, 2007.
Good faith estimate of Equifax common stock received in the merger of TALX Corporation into Equifax Inc. in exchange for Equifax
- (3) common stock pursuant to a cash/stock election based on a preliminary proration and allocation calculations, as detailed in footnote 1 of the original Form 4 dated 5/15/07, to which an amendment will be filed once the final calculations are complete.

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.