

EQUIFAX INC  
Form 4  
February 27, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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

(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.

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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.