

EQUIFAX INC
Form 4
June 15, 2007

FORM 4

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

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

OMB APPROVAL

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(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)
06/13/2007

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 Ownership Indirect Beneficial Ownership (Instr. 4)
Common Stock	06/13/2007		M	202,117	A \$ 13.01	1,469,671	D
Common Stock	06/13/2007		S ⁽¹⁾	2,000	D \$ 43.97	1,467,671 ⁽²⁾	D
Common Stock	06/13/2007		S ⁽¹⁾	1,600	D \$ 44.29	1,441,554 ⁽²⁾	D
Common Stock	06/13/2007		S ⁽¹⁾	400	D \$ 44.3	1,441,154 ⁽²⁾	D
Common Stock	06/13/2007		S ⁽¹⁾	800	D \$ 44.32	1,440,354 ⁽²⁾	D

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Common Stock	06/13/2007	<u>S(1)</u>	1,200	D	\$ 43.28	1,439,154 <u>(2)</u>	D	By Spouse
Common Stock	06/13/2007	<u>S(1)</u>	1,200	D	\$ 43.29	1,437,954 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	1,400	D	\$ 43.3	1,436,554 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	5,200	D	\$ 43.31	1,431,354 <u>(2)</u>	D	
Common Stock						21,096 <u>(2)</u>	I	
Common Stock	06/13/2007	<u>S(1)</u>	1,600	D	\$ 43.98	1,466,071 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	2,700	D	\$ 43.99	1,463,371 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	600	D	\$ 44.01	1,462,771 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	2,000	D	\$ 44.05	1,460,771 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	700	D	\$ 44.06	1,460,071 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	600	D	\$ 44.07	1,459,471 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	1,400	D	\$ 44.08	1,458,071 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	1,500	D	\$ 44.09	1,456,571 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	2,400	D	\$ 44.1	1,454,171 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	600	D	\$ 44.15	1,453,571 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	800	D	\$ 44.19	1,452,771 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	700	D	\$ 44.2	1,452,071 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	1,000	D	\$ 44.21	1,451,071 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	700	D	\$ 44.22	1,450,371 <u>(2)</u>	D	
Common Stock	06/13/2007	<u>S(1)</u>	1,000	D	\$ 44.23	1,449,371 <u>(2)</u>	D	
	06/13/2007	<u>S(1)</u>	1,600	D		1,447,771 <u>(2)</u>	D	

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Common Stock					\$ 44.24		
Common Stock	06/13/2007	S ⁽¹⁾	617	D	\$ 44.25	1,447,154 ⁽²⁾	D
Common Stock	06/13/2007	S ⁽¹⁾	700	D	\$ 44.26	1,446,454 ⁽²⁾	D
Common Stock	06/13/2007	S ⁽¹⁾	1,100	D	\$ 44.27	1,445,354 ⁽²⁾	D
Common Stock	06/13/2007	S ⁽¹⁾	2,200	D	\$ 44.28	1,443,154 ⁽²⁾	D

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 (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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number of Shares
Stock Option/Right to Buy	\$ 13.01	06/13/2007		M	202,117	⁽³⁾ 05/01/2011	Common Stock 202

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 06/15/2007

 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) 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
- (2) 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.
- (3) The option vests in full on 5/15/07.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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