

EQUIFAX INC  
Form 4  
December 07, 2007

**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)  
**12/06/2007**  
  
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 Indirect Beneficial Ownership (Instr. 4)		
			Code	V	Amount	(D)	Price		
Common Stock <sup>(1)</sup>	12/06/2007		S <sup>(2)</sup>	200	D	\$ 36.69	490,234	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007		S <sup>(2)</sup>	200	D	\$ 36.43	490,034	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007		S <sup>(2)</sup>	100	D	\$ 36.45	489,934	I	By Wm W Canfield Rev Trust U/A 9/1/82

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Common Stock	12/06/2007	<u>S(2)</u>	1,000	D	\$ 36.47	488,934	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	100	D	\$ 36.48	488,834	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	200	D	\$ 36.52	488,634	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	200	D	\$ 36.59	488,434	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	400	D	\$ 36.6	488,034	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	200	D	\$ 36.61	487,834	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	700	D	\$ 36.66	487,134	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	100	D	\$ 36.67	487,034	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	600	D	\$ 36.7	486,434	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	800	D	\$ 36.71	485,634	I	By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	700	D	\$ 36.72	484,934	I	By Wm W Canfield Rev Trust U/A 9/1/82
	12/06/2007	<u>S(2)</u>	400	D		484,534	I	

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Common Stock					\$ 36.73				By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	100	D	\$ 36.74	484,434	I		By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	1,000	D	\$ 36.75	483,434	I		By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	300	D	\$ 36.76	483,134	I		By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	200	D	\$ 36.77	482,934	I		By Wm W Canfield Rev Trust U/A 9/1/82
Common Stock	12/06/2007	<u>S(2)</u>	200	D	\$ 36.78	482,734	I		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.

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