

EQUIFAX INC
Form 4
September 19, 2005

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 *
CHAPMAN THOMAS F

(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)
09/15/2005

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)
Chairman and CEO

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 or Price		
Common Stock	09/15/2005		S ⁽¹⁾		800	D	\$ 33.8 340,229
Common Stock	09/15/2005		S ⁽¹⁾		6,700	D	\$ 33.77 333,529
Common Stock	09/15/2005		S ⁽¹⁾		4,000	D	\$ 33.76 329,529
Common Stock	09/15/2005		M		42,232	A	\$ 19.3497 42,232
Common Stock	09/15/2005		S ⁽¹⁾		2,000	D	\$ 34.09 40,232
						I	By Family Partnership
						I	By Family Partnership

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Common Stock	09/15/2005	S ⁽¹⁾	2,200	D	\$ 34.04	38,032	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	3,800	D	\$ 33.98	34,232	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	2,000	D	\$ 33.94	32,232	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	1,232	D	\$ 33.89	31,000	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	3,000	D	\$ 33.84	28,000	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	3,000	D	\$ 33.82	25,000	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	5,000	D	\$ 33.79	20,000	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	5,000	D	\$ 33.75	15,000	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	6,000	D	\$ 33.74	9,000	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	3,000	D	\$ 33.69	6,000	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	5,000	D	\$ 33.64	1,000	I	By Family Partnership
Common Stock	09/15/2005	S ⁽¹⁾	1,000	D	\$ 33.59	0	I ⁽²⁾	By Family Partnership
Common Stock						7,089	I	By 401(k)

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 Underlying Securities (Instr. 3 and 4)
				Code V	(A) (D)		Title

					Date Exercisable	Expiration Date		Amount or Number of Shares
Stock								
Option/Right to Buy	\$ 19.3497	09/15/2005	M	42,232	(3)	01/28/2008	Common Stock	42,232

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CHAPMAN THOMAS F 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309	X		Chairman and CEO	

Signatures

By: Kent E. Mast as
Attorney-in-Fact for

09/16/2005

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 July 28, 2005.
- (2) The total direct holdings reported in this Form 4 reflect 17,000 shares of common stock transferred to the direct beneficial ownership of the Reporting Person from a family partnership on August 17, 2005.
- (3) The option vests in four equal annual increments beginning 1/28/99.

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.