

EQUIFAX INC
Form 4
September 19, 2005

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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 (A) or (D) Price | | |
| Common Stock | 09/15/2005 | | S ⁽¹⁾ | | 800 D \$ 33.8 | D | |
| Common Stock | 09/15/2005 | | S ⁽¹⁾ | | 6,700 D \$ 33.77 | D | |
| Common Stock | 09/15/2005 | | S ⁽¹⁾ | | 4,000 D \$ 33.76 | D ⁽²⁾ | |
| Common Stock | 09/15/2005 | | M | | 42,232 A \$ 19.3497 | I | By Family Partnership |
| Common Stock | 09/15/2005 | | S ⁽¹⁾ | | 2,000 D \$ 34.09 | 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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SEC 1474
(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 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.

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