

EQUIFAX INC
Form 4
March 04, 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)
03/03/2005

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| Common Stock | 03/03/2005 | | M | A | \$ 9.6243 371,694 | D | |
| Common Stock | 03/03/2005 | | M | A | \$ 14.4661 449,029 | D | |
| Common Stock | 03/03/2005 | | S | D | \$ 30.85 439,029 | D | |
| Common Stock | 03/03/2005 | | S | D | \$ 30.82 429,029 | D | |
| Common Stock | 03/03/2005 | | S | D | \$ 30.78 419,029 | D | |

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| | | | | | | | | |
|--------------|------------|---|--------|---|----------|---------|---|-----------------------|
| Common Stock | 03/03/2005 | S | 5,000 | D | \$ 30.75 | 414,029 | D | |
| Common Stock | 03/03/2005 | S | 7,000 | D | \$ 30.74 | 407,029 | D | |
| Common Stock | 03/03/2005 | S | 5,000 | D | \$ 30.72 | 402,029 | D | |
| Common Stock | 03/03/2005 | S | 25,000 | D | \$ 30.7 | 377,029 | D | |
| Common Stock | 03/03/2005 | S | 6,100 | D | \$ 30.69 | 370,929 | D | |
| Common Stock | 03/03/2005 | S | 2,000 | D | \$ 30.68 | 368,929 | D | |
| Common Stock | 03/03/2005 | S | 10,000 | D | \$ 30.65 | 358,929 | D | |
| Common Stock | 03/03/2005 | S | 13,000 | D | \$ 30.64 | 345,929 | D | |
| Common Stock | 03/03/2005 | S | 21,900 | D | \$ 30.61 | 324,029 | D | |
| Common Stock | | | | | | 7,089 | I | By 401(k) |
| Common Stock | | | | | | 17,000 | I | By Family Partnership |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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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 Securities (Instr. 3 and 4) | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock Option/Right | \$ 9.6243 | 03/03/2005 | | M | 47,665 | (1) | 01/31/2006 | Common Stock | 47,665 |

to Buy

Stock

| | | | | | | | | | |
|---------------------|------------|------------|--|---|--------|-----|------------|--------------|--------|
| Option/Right to Buy | \$ 14.4661 | 03/03/2005 | | M | 77,335 | (2) | 12/01/2009 | Common Stock | 77,335 |
|---------------------|------------|------------|--|---|--------|-----|------------|--------------|--------|

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

03/04/2005

__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 option vests in increments of 14,513 on 1/31/97 and 1/31/98, 14,514 on 1/31/99 and 4,125 on 1/31/00.
- (2) The option vests in increments of 105,582 on 12/1/99 and 105,581 on 12/1/00, 12/1/01 and 12/1/02.

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