

Shannon Michael S  
 Form 4  
 May 04, 2007

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Shannon Michael S

2. Issuer Name and Ticker or Trading Symbol  
 EQUIFAX INC [EFX]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 1550 PEACHTREE STREET, N.W.  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 05/03/2007

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Pres-NA Comm Sol

ATLANTA, GA 30309

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**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 (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |                                   |
| Common Stock                    | 05/03/2007                           |  | M                              | 682   | \$ 19.35  | A  | D                                 |
| Common Stock                    | 05/03/2007                           |  | M                              | 3,500   | \$ 21.83  | A  | D                                 |
| Common Stock                    | 05/03/2007                           |  | S                              | 682   | \$ 40.63  | D  | D                                 |
| Common Stock                    | 05/03/2007                           |  | S                              | 1,300   | \$ 40.61  | D  | D                                 |
| Common Stock                    | 05/03/2007                           |  | S                              | 1,500   | \$ 40.6   | D  | D                                 |

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|              |            |   |     |   |          |        |   |                        |
|--------------|------------|---|-----|---|----------|--------|---|------------------------|
| Common Stock | 05/03/2007 | S | 200 | D | \$ 40.59 | 41,079 | D |                        |
| Common Stock |            |   |     |   |          | 770    | I | By 401(k)              |
| Common Stock |            |   |     |   |          | 73     | I | By Custodian For Child |

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 Securities (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Stock Option/Right to Buy                  | \$ 19.35   | 05/03/2007                           |  | M                              | 682   | 01/28/1999 01/28/2008                                    | Common Stock  | 682                        |
| Stock Option/Right to Buy                  | \$ 21.83   | 05/03/2007                           |  | M                              | 3,500   | <u>(1)</u> 01/27/2009                                    | Common Stock  | 3,500                      |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                     |       |
|---|---------------|-----------|---------------------|-------|
|   | Director      | 10% Owner | Officer             | Other |
| Shannon Michael S<br>1550 PEACHTREE STREET, N.W.<br>ATLANTA, GA 30309 |               |           | Pres-NA<br>Comm Sol |       |

## Signatures

By: Kathryn J. Harris as  
Attorney-in-Fact for

05/04/2007

\_\_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 option vests in increments of 380 shares on 1/27/00, 1,021 shares on 1/27/01, 2,707 shares on 1/27/02 and 4,222 shares on 1/27/03.

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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