

EQUIFAX INC
Form 4
July 26, 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

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 *
GASTON KAREN H

(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)
07/25/2005

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)
Chief Adm Officer

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		
				Code	V	Amount	
Common Stock	07/25/2005		M	A	\$ 7,422	92,432	D
Common Stock	07/25/2005		M	A	\$ 21.11	93,032	D
Common Stock	07/25/2005		M	A	\$ 17.2083	100,385	D
Common Stock	07/25/2005		S	D	\$ 36.42	100,010	D
Common Stock	07/25/2005		S	D	\$ 36.4	99,010	D

Edgar Filing: EQUIFAX INC - Form 4

Common Stock	07/25/2005	S	2,000	D	\$ 36.37	97,010	D
Common Stock	07/25/2005	S	3,900	D	\$ 36.34	93,110	D
Common Stock	07/25/2005	S	1,100	D	\$ 36.33	92,010	D
Common Stock	07/25/2005	S	100	D	\$ 36.28	91,910	D
Common Stock	07/25/2005	S	4,900	D	\$ 36.15	87,010	D
Common Stock	07/25/2005	S	2,000	D	\$ 36.36	85,010	D

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.

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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Stock Option/Right to Buy	\$ 14.4661	07/25/2005		M	7,422	<u>(1)</u> 12/01/2009	Common Stock	7,422	
Stock Option/Right to Buy	\$ 17.2083	07/25/2005		M	7,353	01/29/2001 01/29/2011	Common Stock	7,353	
Stock Option/Right to Buy	\$ 21.11	07/25/2005		M	600	<u>(2)</u> 01/29/2013	Common Stock	600	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GASTON KAREN H 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Chief Adm Officer	

Signatures

/s/ Gaston,
Karen H. 07/26/2005

__Signature of Date
Reporting Person

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 four equal annual increments beginning on 12/1/99.
- (2) The option vests in increments of 7,500 shares on 1/29/03, 1/29/04 and 1/29/05 and 2,763 shares on 1/29/06.

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.