

EQUIFAX INC
Form 4
March 04, 2005

FORM 4

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

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

OMB APPROVAL

OMB
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(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)
			Code	V	Amount (A) or (D)	Price	
Common Stock	03/03/2005		M		47,665	A \$ 9.6243	371,694 D
Common Stock	03/03/2005		M		77,335	A \$ 14.4661	449,029 D
Common Stock	03/03/2005		S		10,000	D \$ 30.85	439,029 D
Common Stock	03/03/2005		S		10,000	D \$ 30.82	429,029 D
Common Stock	03/03/2005		S		10,000	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.

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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 \$ 14.4661 03/03/2005

M

77,335

(2)

12/01/2009

Common
Stock

77,33

to Buy

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.

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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