FORM 4

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

OMB APPROV	AL
	3235-0287
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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 or Section 30(h) of the Investment Company Act of 1940

sponses)																	
Name and Address of Reporting Person * Webb David				2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX]							5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner						
,			3. Date of Earliest Transaction (Month/Day/Year) 07/29/2014						X Officer (give title below) Other (specify below)								
`	Street)		4. If Am	nendn	nent,	Date	e Original	Filed(Month/Da	ny/Year)		_X_ For	m filed by Or	e Reporting Pe	rson	plicable Line	
	State)	(Zip)				1	Гable I - I	Non-D	erivati	ve Securiti	es Acqu	uired, D	isposed of	, or Benefi	cially Owned		
(Instr. 3) Date		Date	Execut any	any		if (Code (Instr. 8)				of (D)	(D) Owned Follow Transaction(s)		ing Reported		Form:	Beneficial
			(Monti	n/Day	y/ Y ea	ar)	Code	V	Amou	(A) or (D)	Price	,			0	r Indirect	Ownership (Instr. 4)
ek		07/29/2014					M		18,00	0 A	\$ 37.53	48,190			I)	
ck		07/29/2014					S		18,00	0 D	\$ 77 (1)	30,190			I		
		Table II					s Acquire	in thi a cur ed, Dis	s form rently sposed	are not rovalid OME	equire B conti eficially	d to res	spond un iber.				(* ***)
2	3 Transaction	3A Deemed		uts, c								itle and	Amount	8 Price of	9 Number of	10	11. Natu
Derivative Conversion Date	Date	Execution Date ar) any	e, if Transaction of Code Se (Instr. 8) Ac or of (Ir an		of De Secu- Acquor Di of (D (Instr	erivative rities nired (A) isposed 0) r. 3, 4,	Expiration Date (Month/Day/Year)		of U Seco	of Underlying Securities (Instr. 3 and 4)			Derivative Securities Beneficially Owned Following Reported Transaction(s	Ownersh Form of Derivativ Security: Direct (I or Indirect)	hip of Indirect Beneficia Ownershi (Instr. 4)		
					V	(A)					Title	e	Amount or Number of Shares		(Instr. 4)	(Instr. 4))
\$ 37.53	07/29/2014		N	М			18,000	(2)	04/29/202	<i>/</i>	mmon	18,000	\$ 0	0	D	
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	TREE STE GA 30309 (Sy) Conversion or Exercise Price of Derivative	(Street) TREE STREET, N.W. (Street) GA 30309 (State) 9 State 2. Conversion or Exercise Price of Derivative STREET, N.W. (Street) 3. Transaction Date (Month/Day/Yea	(First) (Middle) TREE STREET, N.W. (Street) GA 30309 (State) (Zip) 2. Transaction Date (Month/Day/Year) Ek 07/29/2014 t on a separate line for each class of securities be Table II 2. Conversion Oate (Month/Day/Year) (Month/Day/Year) 3. Transaction Date Execution Date any (Month/Day/Year) (Month/Day/Year)	EQUII (First) (Middle) 3. Date 07/29/2014 (Street) 4. If Arr GA 30309 (State) (Zip) 2. Transaction Date (Month/Day/Year) Execution Date (Month/Day/Year) At on a separate line for each class of securities beneficially and to a separate line for each class of securities beneficially and the context of Derivative Security EQUII 3. Date 07/29/2014 2. Transaction Date (E.g., p.	EQUIFAX (First) (Middle) 3. Date of Ea 07/29/2014 4. If Amendr GA 30309 (State) (Zip) 2. Transaction Date (Month/Day/Year) 24. Deeme Execution I any (Month/Da) (Month/Da) 25. Table II - Derivative (e.g., puts, of Derivative Security 36. Deemed Execution Date (Month/Day/Year) 37. Transaction Date (Month/Day/Year) 38. Deemed Execution Date, if any (Month/Day/Year) (Month/Day/Year)	EQUIFAX INC TREE STREET, N.W. (Middle) 3. Date of Earliest O7/29/2014 4. If Amendment, GA 30309 (State) (Zip) O7/29/2014 2. Transaction Date (Month/Day/Year) O7/29/2014 2. A. Deemed Execution Date, any (Month/Day/Year) O7/29/2014 2. Transaction Date (e.g., puts, calls, any (Month/Day/Year) O7/29/2014 2. Transaction Date (Instr. 8) O7/29/2014	EQUIFAX INC [E TREE STREET, N.W. (Street) 3. Date of Earliest Trat 07/29/2014 4. If Amendment, Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 3. Deemed Execution Date, if any (Month/Day/Year) 4. If Amendment, Date Execution Date, if any (Month/Day/Year) 4. Transaction Date Execution Date, if any (Month/Day/Year) 3. Transaction Date Execution Date, if any (Month/Day/Year) 4. Transaction of Derivative Securities (e.g., puts, calls, war Code Execution Date, if any (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year)	EQUIFAX INC [EFX] (First) (Middle) 3. Date of Earliest Transaction (07/29/2014 4. If Amendment, Date Original Execution Date (Month/Day/Year) (Street) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 3. Transaction Date (Instr. 8) Code (Instr. 8) Table II - Derivative Securities Acquire (e.g., puts, calls, warrants, op or Exercise (Month/Day/Year) 3. Transaction Date (Instr. 8) Table II - Derivative Securities Acquire (e.g., puts, calls, warrants, op of Derivative Security (Month/Day/Year) 3. Transaction Date (Instr. 8) Table II - Derivative Securities Acquire (e.g., puts, calls, warrants, op of Derivative Securities Acquire (Instr. 8) S. Number of Date (Instr. 8) 5. Number Of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	EQUIFAX INC [EFX] 3. Date of Earliest Transaction (Month 07/29/2014 4. If Amendment, Date Original Filed (Month/Day/Year) (State) (State) (State) (State) (State) (State) (State) (Anoth/Day/Year) 2. Transaction Date (Month/Day/Year) (Month/Day/Year)	EQUIFAX INC [EFX]	EQUIFAX INC [EFX]	EQUIFAX INC [EFX]	EQUIFAX INC EFX	EQUIFAX INC [EFX] Director Conference Conference	Check Circle Ci	EQUIFAX INC [EFX] Director 19% (Check all applicable) 19% (Order) 19% (Order	EQUIFAX INC [EFX] (Piras) (Modalle) 3. Date of Earliest Transaction (Month/Day/Year) (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) (Month/Day/Year) (Month/D

	Relationships						
Reporting Owner Name / Address	Director	10% Owner	Officer	Other			
Webb David 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			CIO				

Signatures

Kathryn J. Harris as Attorney-in-Fact	07/30/2014
**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 shares were sold at prices ranging from \$77.00 to \$77.01. Upon request by the SEC staff, the issuer, or any security holder of the issuer, full information regarding the number of shares purchased or sold at each separate price will be provided.

(2) The option vests in three equal increments beginning 4/12/12.

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.