

# 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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * <b>SPRINGMAN PAUL J</b>		2. Issuer Name and Ticker or Trading Symbol <b>EQUIFAX INC [EFX]</b>		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ <b>Chief Mktg Officer</b>	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <b>11/18/2010</b>		
1550 PEACHTREE STREET, N.W.					
(Street)			4. If Amendment, Date Original Filed (Month/Day/Year)		
ATLANTA, GA 30309			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	11/18/2010		M		10,178	A	\$ 25.5	94,416	D	
Common Stock	11/18/2010		S		10,178	D	\$ 34.74	84,238	D	
Common Stock	11/19/2010		M		9,084	A	\$ 25.5	93,322	D	
Common Stock	11/19/2010		M		4,822	A	\$ 25.5	98,144	D	
Common Stock	11/19/2010		S		13,906	D	\$ 34.7	84,238	D	
Common Stock								3,298	I	By 401(k)

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

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**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)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option/Right to Buy (NQ)	\$ 25.5	11/18/2010		M		10,178	(1)	02/05/2012	Common Stock	10,178	\$ 0	0	D	
Stock Option/Right to Buy	\$ 25.5	11/19/2010		M		9,084		02/05/2002 02/05/2012	Common Stock	9,084	\$ 0	0	D	
Stock Option/Right to Buy (ISO)	\$ 25.5	11/19/2010		M		4,822	(2)	02/05/2012	Common Stock	4,822	\$ 0	0	D	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SPRINGMAN PAUL J 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Chief Mktg Officer	

## Signatures

Kathryn J. Harris as Attorney-in-Fact	11/19/2010
 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 3,750 on 2/5/2002, 3,749 on 2/5/2003 and 2,679 on 2/5/2004.
- (2) The option vests in increment of 1 share on 2/5/2003, 1,071 on 2/5/2004 and 3,750 shares on 2/5/2005.

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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