FORM 4

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

OMB APPE	ROVAL
OMB Number:	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

esponses)																	
.ddress of Reporting Person * 2. Issuer Name and Ticker or Tra retha M EQUIFAX INC [EFX]				Tradin	rading Symbol				5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner								
						Transa	action (Month	n/Day/Y	ear)		X_Officer (give title below) Other (specify below) Chief HR Officer				v)	
·	Street)		4. If Aı	mendn	nent, I	Oate C	Original	Filed(Month/Da	y/Year)		_X_ For	m filed by Or	ne Reporting Pe	rson	pplicable Line	
	(State)	(Zip)				Ta	ble I -	Non-D	Perivati	ve Securiti	ies Acqu	ired, D	isposed o	f, or Benefi	cially Owned	<u> </u>	
1.Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Ye		Date	r) any		Date, it	if Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)			Ownership Form:	7. Nature of Indirect Beneficial Ownership	
			(IVIOII	iui/Day	// I cai		Code	V	Amour	(A) or (D)	Price	(msu.				(Instr. 4)	
ock		05/07/2013					M		25,00	0 A	\$ 37	70,99	95	5			
ock		05/07/2013					S		25,00	0 D	63.02	45,99	45,995			D	
ock												197 I			Í	By 401(k)	
ort on a separa	te line for each cl	ass of securities be	eneficial	lly owi	ned di	rectly	or indi	Person in thi	ons wh is form	are not r	equired	d to res	spond ur				1474 (9-02)
		Table II										Owned					
2. Conversion or Exercise Price of Derivative Security 3. Transaction Date (Month/Day/Yet)		ar) any	4. 5. Transaction of Code See Year) (Instr. 8) A Or Of (Instr. 8) See Or Of		Number f Derivative ecurities cquired (A) r Disposed f (D) nstr. 3, 4,		6. Date Exercisable and Expiration Date (Month/Day/Year) 7. T			Underlying ecurities		8. Price of Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned Following Reported Transaction(s	Owners Form of Derivati Security Direct (or Indirects)	Beneficial Ownershi (Instr. 4)		
			C	Code	V (A	A)	(D)	Date Exerc		Expiration Date	Title	e	Amount or Number of Shares		(Instr. 4)	(Instr. 4	
						-	. /										
	ddress of Reporter	dress of Reporting Person tetha M (First) HTREE STREET, N.W. (Street) GA 30309 (State) tty ck ck ck rt on a separate line for each cl 2. Conversion or Exercise price of Derivative Street 3. Transaction Date (Month/Day/Year)	dress of Reporting Person* etha M (First) (Middle) HTREE STREET, N.W. (Street) GA 30309 (State) (Zip) ty 2. Transaction Date (Month/Day/Year) ck 05/07/2013 ck 05/07/2013 ck Table II 2. Table II 3. Transaction Date (Month/Day/Year) Conversion or Exercise Price of Derivative	diverse of Reporting Person* etha M Conversion or Exercise Price of Derivative Conversion or Exercise Price of Derivative Canada	dress of Reporting Person 2. Issuer Na EQUIFAX (First) (Middle) 3. Date of Ea O5/07/2013 (Street) 4. If Amending GA 30309 (State) (Zip) (State) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 2. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 4. Transaction Date (Month/Day/Year) 4. Transaction Date (Month/Day/Year) 4. Transaction Date (Month/Day/Year) (Month/Day/Year) 4. Transaction Date (Month/Day/Year) 4. Transaction Da	dress of Reporting Person— etha M 2. Issuer Name are EQUIFAX INC (First) (Middle) 3. Date of Earliest of 05/07/2013 4. If Amendment, I GA 30309 (State) (Zip) ty 2. Transaction Date (Month/Day/Year) ck 05/07/2013 ck 05/07/2013 ck 05/07/2013 ck 05/07/2013 ck 17 Derivative Securities beneficially owned dispersion of Exercise Price of Derivative Security 2. Issuer Name are EQUIFAX INC 3. Date of Earliest of 05/07/2013 4. If Amendment, I 2. A. Deemed Execution Date, is any (Month/Day/Year) 2. Table II - Derivative Securities beneficially owned dispersion of Exercise (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Date of Earliest of 05/07/2013 4. If Amendment, I Execution Date, is any (Month/Day/Year) 4. Transaction of Code Securities of Code Security 1. Transaction of Code Securities of Code Security (Month/Day/Year)	dress of Reporting Person 2 cetha M EQUIFAX INC [EF EQUIFAX IN	Code Ck Ck Ck Cc Conversion Cr Conversion Cr Conversion Cr Conversion Cr Conversion Cr Cr Conversion Cr Cr Conversion Cr Cr Cr Conversion Cr Cr Cr Conversion Cr Cr Cr Cr Cr Cr Cr C	dress of Reporting Person— etha M Code V Code Code	dress of Reporting Person betha M Circle Ci	dress of Reporting Person = etha M	chress of Reporting Person etha M (First) (Street) (State) (State) (State) (State) (Zip) (Zip) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) (A) or Disposed of (D) (Instr. 3, 4 and 5) (Code variance to a separate line for each class of securities beneficially owned directly or indirectly. (Month/Day/Year) (Month/Day/Year) (A) or Base (A)	S. Relication S. Relicatio	that M Content Conten	that M Comparison of Reporting Person EQUIFAX INC EFX S. Relationship of Reporting (Check EQUIFAX INC EFX S. Relationship of Reporting (Check EQUIFAX INC EFX S. Relationship of Reporting (Check EQUIFAX INC EFX S. Relationship of Reporting Person C. Reportin	2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX] 5. Relationship of Reporting Persons(s) to (Check all applicable Model) Chief RD (Check all applicable Discour Check all applicable Discours Check all applicable	Conversion Con

Reporting Owners

	Relationships					
Reporting Owner Name / Address	Director	10% Owner	Officer	Other		
Rushing Coretha M						
1550 PEACHTREE STREET, N.W.			Chief HR Officer			
ATLANTA, GA 30309						

Signatures

Kathryn J. Harris as Attorney-in-Fact	05/07/2013
**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 \$63.00 to \$63.03. 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 four equal annual increments beginning on 5/11/2006.

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.