FORM 4

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

OMB APPROVAL
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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

	Reporting Pers	son*	2 Ices	N.T.											
	Name and Address of Reporting Person* Barros Paulino R				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				
(Last) (First) (Middle) 1550 PEACHTREE STREET, N.W.			3. Date of Earliest Transaction (Month/Day/Year) 02/10/2015						X Officer (give title below) Other (specify below) Pres-Intl						
(Street)				4. If Amendment, Date Original Filed(Month/Day/Year)						_X_ Form fil	6. Individual or Joint/Group Filing(Check Applicable Line) Form filed by One Reporting Person Form filed by More than One Reporting Person				
A, UA 30	(State)	(Zip)		1	able	I - Noi	ı-Der	ivative	Securitie	es Acq	uired, Disp	osed of, or l	Beneficially	Owned	
1.Title of Security (Instr. 3)		Date	Executi any	on Date, if	if Co	Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Reported Transaction(s)		Form:	Beneficial		
			(Month/Day/Year			Code	V	Amour	(A) or (D)	Price		and 4)		Direct (D) or Indirect (I) (Instr. 4)	et (Instr. 4)
Stock		02/10/2015				F		2,837 (1)		\$ 85.4	40,432			D	
						Acquire	the f	form dis	splays a of, or Be	nefici	ently valid	OMB con	•		
Conversion or Exercise Price of Derivative Security	Date	3A. Deemed Execution Da	4. Tr Co (In	ransaction ode nstr. 8)	5. Nur of Der Sec Acc (A) Disjoi ((Ins 4, a	mber ivative urities quired or posed D) ttr. 3, nd 5)	6. D and (Mo	ate Exer Expirati nth/Day	rcisable on Date /Year)	7. Ai Ui Se (Ii 4)	Title and mount of nderlying scurities nstr. 3 and Amount or Number of		Derivative Securities Beneficially Owned Following Reported	Owners Form o Derivat Security Direct (or Indir	Beneficial Ownership (Instr. 4)
	eport on a s onversion r Exercise rice of perivative	Stock St	(State) (Zip) urity 2. Transaction Date (Month/Day/Year) Stock 02/10/2015 Eport on a separate line for each class of secure of Parivative (Month/Day/Year) Table II - Conversion of Parivative (Month/Day/Year) 3. Transaction Date Execution Date (Month/Day/Year) (Month/Day/Year)	(State) (Zip) urity 2. Transaction Date (Month/Day/Year) Stock 02/10/2015 Table II - Derivati (e.g., put on a separate line for each class of securities bereather the separate line for each class of securities bereather the separate line for each class of securities bereather the separate line for each class of securities bereather the separate line for each class of securities bereather the separate line for each class of securities bereather the securities bereather the securities bereather the security line in the securities bereather	A, GA 30309 (State) (Zip) T 2. Transaction Date (Month/Day/Year) (Month/Day/Year) Stock (Month/Day/Year) 2A. Deemed Execution Date, in any (Month/Day/Year) (Month/Day/Year) Table II - Derivative Securities beneficially of the conversion on the exercise of the conversion of the co	(State) (Zip) Table 2. Transaction Date (Month/Day/Year) (Month/Day/Year) 3. Color on a separate line for each class of securities beneficially owner (e.g., puts, calls, warrance on pate (Month/Day/Year) 3. Transaction Date (e.g., puts, calls, warrance on pate of the circle of derivative ecurity 3. Transaction Date (Month/Day/Year) 3. Transaction Date (e.g., puts, calls, warrance of the circle of derivative ecurity 3. Transaction Date (Month/Day/Year) 3. Transaction Date (e.g., puts, calls, warrance of the circle of the c	A, GA 30309 (State) (Zip) Table I - Nor urity 2. Transaction Date (Month/Day/Year) 2A. Deemed Execution Date, if any (Month/Day/Year) 3. Transaction (Instr. 8) Table II - Derivative Securities Acquire (e.g., puts, calls, warrants, op any (Month/Day/Year) 3A. Deemed Execution Date, if any (Month/Day/Year) 4. Transaction Date (Month/Day/Year) 3A. Deemed Execution Date, if any (Month/Day/Year) 4. Transaction Code (Instr. 8) Table II - Derivative Securities Acquire (e.g., puts, calls, warrants, op any (Month/Day/Year) 4. Transaction Code (Instr. 8) Month/Day/Year) 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	A, GA 30309 (State) (Zip) Table I - Non-Der Execution Date, if (Instr. 8) Code V Code V Table II - Derivative Securities Acquired, Date of Perivative receivity (Month/Day/Year) A, GA 30309 (State) (State) (Zip) Table II - Derivative Securities Acquired, Date in Code (Instr. 8) Table II - Derivative Securities Acquired, Date in Code of (Month/Day/Year) (Month/Day/Year)	(State) (Zip) Table I - Non-Derivative 2. Transaction Date (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) Stock 02/10/2015 F Code (Instr. 8) Table II - Derivative Securities Acquired, Disposed (e.g., puts, calls, warrants, options, conversion on version on version on version on version of verivative ecurity (Month/Day/Year) (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed (e.g., puts, calls, warrants, options, conversion any (Month/Day/Year) (Instr. 8) Table II - Derivative Securities Acquired, Disposed (e.g., puts, calls, warrants, options, conversion any (Month/Day/Year) (Instr. 8) Table II - Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Exercisable	A, GA 30309 (State) (Zip) (A) (A) or Disposed (Instr. 8) (Instr. 8) (Instr. 8) (A) or Or Disposed (Instr. 8) (A, GA 30309 (State) (Zip) Table I - Non-Derivative Securities Acquired (A) or Disposed of (D (Instr. 3, 4 and 5)) (Month/Day/Year) (Month/Day/Year) (Stock 02/10/2015 F 2,837 (I) Persons who respond to contained in this form at the form displays a current of Execution Date (Execution Date, if (Month/Day/Year)) (Month/Day/Year) Persons who respond to contained in this form at the form displays a current of the Exercise (Month/Day/Year) (Month/Day/Year) (Month/Day/Year) 3. Transaction Date (e.g., puts, calls, warrants, options, convertible securities and (Month/Day/Year) (Instr. 8) (Instr. 8) (A) or Disposed of (D) (Instr. 3, 4, and 5) (Instr. 8) Persons who respond to contained in this form at the form displays a current of the Exercise (Month/Day/Year) (Instr. 8) (Instr. 8) (A) or Disposed of (D) (Instr. 3, 4, and 5) (Instr. 8) Persons who respond to contained in this form at the form displays a current of the Exercisable (Month/Day/Year) (Instr. 8) (Instr. 8) Date Expiration Tipe Exercisable (Instr. 3, 4, and 5)	A, GA 30309 (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of (D) Code (Instr. 3) 4 (A) or (Instr. 3) 4 (Instr.	A, GA 30309 State Cap Table I - Non-Derivative Securities Acquired, Disposed of, or I	A, GA 30309 State Carrier Car	A, GA 30309 (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 2. Transaction Date (Month/Day/Year) (Month/Day/Ye

Reporting Owners

	Relationships				
Reporting Owner Name / Address	Director	10% Owner	Officer	Other	
Barros Paulino R 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309			Pres-Intl		

Signatures

Kathryn J. Harris as Attorney-in-Fact	02/12/2015		
**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) Shares held to satisfy tax withholding obligations upon 100% vesting of restricted stock units granted 2/10/2012.

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.