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

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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

(Print or Type Responses) 1. 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) 02/18/2015						X Officer (give title below) Other (specify below) Pres-Intl					
(Street) ATLANTA, GA 30309			4. If Amendment, Date Original Filed(Month/Day/Year)						6. Individual or Joint/Group Filing(Check Applicable Line) X_Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City		(State)	(Zip)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Ow					wned					
1.Title of S (Instr. 3)	ecurity		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any	(Instr. 8)	ction	on 4. Securities Acqu (A) or Disposed o (Instr. 3, 4 and 5)		f (D) Beneficia Reported		nt of Securities ally Owned Following Transaction(s)		Ownership Form:	7. Nature of Indirect Beneficial
				(Month/Day/Year)	Code	V	Amount	(A) or (D)	Price	(Instr. 3 a	10 4)	or (I)	r Indirect	Ownership (Instr. 4)
Common	Stock		02/18/2015		A		7,239	A	\$ 0	30,055])	
Common	Stock (1)		02/19/2015		A		2,599	A	\$0	32,654		1)	
Reminder:	Report on a s	separate line fo	r each class of secur			Perso	ons who ained in orm disp	respon this for plays a c	m are currer	not requ ntly valid		ormation pond unles rol number.	s	474 (9-02)
Reminder:	Report on a s	separate line fo	Table II - 1	tities beneficially ow Derivative Securities, puts, calls, wa	es Acquire	Perso conta the fo	ons who ained in orm disp	respon this for plays a c	m are currer	not requ ntly valid	ired to res	pond unles	s	474 (9-02)
1. Title of	•	3. Transaction	Table II - I a 3A. Deemed Execution Da any	Derivative Securities, puts, calls, wa 4. te, if Transaction Code (Instr. 8)	es Acquires rrants, op 5. Number of Derivative Securities Acquired (A) or Disposed of (D)	Perso conta the fo ed, Dis tions, 6. Da and E	ons who ained in orm disp	respon this for plays a c c, or Bene ble secur sable	eficiallities) 7. Ti Amo Unde	not requ ntly valid	OMB cont	pond unles	10. Ownersh Form of Derivativ Security: Direct (D or Indirect	11. Naturip of Indire Benefici Ownersh (Instr. 4)
1. Title of Derivative Security	2. Conversion or Exercise Price of Derivative	3. Transaction	Table II - I a 3A. Deemed Execution Da any	Derivative Securities, puts, calls, wa 4.	es Acquires rrants, op 5. Number of Derivative Securities Acquired (A) or Disposed	Perso conta the fo ed, Dis tions, 6. Da and E	ons who ained in orm disp sposed of converti- tte Exerci Expiration	respon this for plays a c c, or Bene ble secur sable	eficiallities) 7. Tir Amo Under Secu	not requestly valid Ity Owned Itle and ount of erlying urities r. 3 and	8. Price of Derivative Security	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s	To 10. Ownersh Form of Derivativ Security: Direct (Dor Indirect) (I)	11. Naturip of Indire Benefici Ownersh (Instr. 4)
1. Title of Derivative Security	2. Conversion or Exercise Price of Derivative	3. Transaction	Table II - I a 3A. Deemed Execution Da any	Derivative Securities, puts, calls, wa 4.	es Acquire rrants, op 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3,	Persoconta contatthe for ed, Distions, 6. Da and E (Mon	ons who ained in orm disp sposed of converti tte Exerci Expiration tth/Day/Y	respon this for plays a c c, or Bene ble secur sable	ficiallities) 7. Tir Amo Unde Secu (Instr	not requality valid by Owned tle and bunt of erlying prities	8. Price of Derivative Security	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s	To 10. Ownersh Form of Derivativ Security: Direct (Dor Indirect) (I)	11. Nature of Indire Benefici Owners! (Instr. 4)
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative	3. Transaction Date (Month/Day/	Table II - I a 3A. Deemed Execution Da any	Derivative Securities, puts, calls, wa 4.	es Acquire rrants, op 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Persoconta contatthe for ed, Distions, 6. Da and E (Mon	ons who ained in orm disp sposed of converti tte Exerci Expiration tth/Day/Y	respon this fornolays a c c, or Beneble secur sable 1 Date (ear)	ficiallities) 7. Tir Amo Unde Secu (Instr	not requestly valid Ity Owned Itle and ount of erlying urities r. 3 and Amount or Number of	8. Price of Derivative Security	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s	To 10. Ownersh Form of Derivativ Security: Direct (Dor Indirect) (I)	11. Naturip of Indire Benefici Ownersh (Instr. 4)

	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	02/20/2015
**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) Award of restricted stock units. The stock vests 100% on 2/19/2018.

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.