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

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response... 0.5

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

1. Name and Address of Reporting Person * HOUGH G. THOMAS			2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX]					5	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) _X_ Director10% Owner					
(Last) (First) (Middle) 1550 PEACHTREE STREET, N.W.			3. Date of Earliest Transaction (Month/Day/Year) 10/03/2016					-	Office	r (give title belo	ow)	Other (specify be	elow)	
(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 PersonForm filed by More than One Reporting Person					
(City) (State) (Zip)			Table I - Non-Derivative Securities Acqu					Acquir	nired, 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)	Code (Instr. 8)	(A)	(A) or Disposed of (Instr. 3, 4 and 5)		f (D) Beneficia Reported		ally Owned Following I Transaction(s)		Ownership Form:	7. Nature of Indirect Beneficial Ownership
				(Wollin/Day/Tear)	Code	V An	Amount (A		Price	(Instr. 3 and 4)				(Instr. 4)
Common Sto	ock (1)		10/03/2016		A	1,3	607 A	A	0 8	1,307			D	
Reminder: Repo	ort on a se	eparate line for	each class of secur	ities beneficially ow	vned direct	•	•	respon	d to t	he collec	ction of inf	ormation	SEC	474 (Q ₋ Q2)
Reminder: Repo	oort on a se	eparate line for	Table II - I	Derivative Securiti	es Acquir	Persons containe the form	who red in the display	his forr ays a c or Bene	n are urren ficiall	not requ tly valid		formation spond unlead trol number	ss	474 (9-02)
1. Title of 2. Derivative Con Security (Instr. 3) Pric Deri	nversion	3. Transaction Date (Month/Day/Y	Table II - I (3A. Deemed Execution Date	Derivative Securities, puts, calls, wa 4. Transaction Code (Instr. 8)	es Acquir rrants, op	Persons contained the form ed, Dispositions, con 6. Date E and Expi (Month/I	who red in the displayed of, overtible exercisal	his formays a coor Bene le securion ble Date	ficially ficially fities) 7. Tit Amou Unde Secur	not requitly valid y Owned tle and unt of erlying	OMB conf	spond unle	of 10. Ownersh Form of Derivativ Security: Direct (I or Indire	11. Nation of Indir Benefic Owners (Instr. 4

	Relationships					
Reporting Owner Name / Address	Director	10% Owner	Officer	Other		
HOUGH G. THOMAS 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309	X					

Signatures

/s/Lisa Stockard as Attorney-in-Fact	10/04/2016
**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 October 3, 2019.

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.