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

(Print or Type Responses) 1. Name and Address of Reporting Person* FEIDLER MARK L			2. Issuer Name and Ticker or Trading Symbol EQUIFAX INC [EFX]					5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner					
(Last) (First) (Middle) 1550 PEACHTREE STREET, N.W.			3. Date of Earliest Transaction (Month/Day/Year) 12/15/2016						r (give title belo		ther (specify b	elow)	
(Street) ATLANTA, GA 30309			4. If Amendment, Date Original Filed(Month/Day/Year)					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 Acquired, Disposed of, or Beneficially Owned					Owned					
1.Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any	(Instr. 8)	(.	(A) or Disposed of (Instr. 3, 4 and 5)			Beneficial Reported	nt of Securities ally Owned Following Transaction(s)		6. Ownership Form:	Beneficial
			(Month/Day/Year)	Code	V	Amount	(A) or (D)	Price	(Instr. 3 ai	Instr. 3 and 4)		\ /	Ownership (Instr. 4)
Common Stock		12/15/2016		G	V 1	10,775	D S	\$ 0	14,114			D	
Reminder: Report on	separate line for	each class of secur	ities beneficially ov		Person contai	ns who ined in	respon this forr	n are	not requ		formation spond unlestrol number	s	1474 (9-02)
Reminder: Report on	separate line fo		ities beneficially ov		Person contai the for	ns who ined in rm disp	respon this forr plays a c	n are urrei	not requ	ired to res	spond unles	s	1474 (9-02)
1. Title of Derivative (Instr. 3) 2. Conversion of Exercise (Price of Derivative Security	3. Transaction Date (Month/Day/)	Table II - 1 (a) 3A. Deemed Execution Da (aar)	Derivative Securiti e.g., puts, calls, wa 4. te, if Transaction Code Year) (Instr. 8)	es Acquires for Acquires for Acquires for Derivative for Acquires for Acquired for Disposed	Person contain the for ed, Disp tions, c 6. Date and Ex (Month	ns who ined in rm disp	o respon this forr plays a c f, or Bene ble secur sable n Date	ficial ities) 7. Ti Amo	not requ	OMB cont	spond unles	f 10. Ownersl Form of Derivati Security Direct (l or Indire	11. Natural of Indirection of Indire
1. Title of Derivative Security (Instr. 3) Conversion or Exercise Price of Derivative	3. Transaction Date (Month/Day/)	Table II - 1 (a) 3A. Deemed Execution Da (aar)	Derivative Securiti e.g., puts, calls, wa 4. te, if Transaction Code Year) (Instr. 8)	es Acquire orrants, op 5. Number of Derivative Securities Acquired (A) or Disposed of (D)	Person contain the form the form the form the form of	ns who ined in rm disp posed of convertil e Exerci xpiration h/Day/Y	o respon this forr blays a c f, or Bene ble secur sable 1 Date 'ear)	rn are current ficial ities) 7. Ti Amo Und Secu (Inst 4)	e not requently valid ly Owned itle and ount of erlying urities	8. Price of Derivative Security	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(f 10. Owners! Form of Derivati Security Direct (1 or Indirect)	11. Nation of Indiring Benefic Owners: (Instr. 4

	Relationships					
Reporting Owner Name / Address	Director	10% Owner	Officer	Other		
FEIDLER MARK L 1550 PEACHTREE STREET, N.W. ATLANTA, GA 30309	X					

Signatures

/s/Lisa Stockard as Attorney-in-Fact	01/23/2017
**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).

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.