

SPRINGMAN PAUL J
Form 3
February 15, 2005

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

| | | | | |
|---|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â SPRINGMAN PAUL J | | (Month/Day/Year) | EQUIFAX INC [EFX] | |
| (Last) | (First) | (Middle) | 02/07/2005 | |
| C/O EQUIFAX INC,Â 1550 PEACHTREET STREET NW | | | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | | | (Check all applicable) | |
| ATLANTA,Â GAÂ 30309 | | | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| (City) | (State) | (Zip) | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| | | | Chief Mktg Officer | <input type="checkbox"/> Form filed by More than One Reporting Person |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock | 54,063 | D | Â |
| Common Stock | 2,338 | I | By 401(k) |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of | 5. Ownership Form of Derivative | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|------------------------------------|---------------------------------|---|
|--|--|---|------------------------------------|---------------------------------|---|

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| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | Derivative Security | Security: Direct (D) or Indirect (I) (Instr. 5) | |
|---------------------------|---------------------|--------------------|--------------|----------------------------------|------------------------|---|---|
| Stock Option/Right to Buy | 01/31/2000 | 01/31/2006 | Common Stock | 2,544 | \$ 9.6243 | D | Â |
| Stock Option/Right to Buy | Â <u>(1)</u> | 01/29/2007 | Common Stock | 10,919 | \$ 15.2438 | D | Â |
| Stock Option/Right to Buy | Â <u>(2)</u> | 01/28/2008 | Common Stock | 4,287 | \$ 19.3497 | D | Â |
| Stock Option/Right to Buy | Â <u>(3)</u> | 01/28/2008 | Common Stock | 5,848 | \$ 19.3497 | D | Â |
| Stock Option/Right to Buy | 06/01/2001 | 06/01/2008 | Common Stock | 1,689 | \$ 22.0506 | D | Â |
| Stock Option/Right to Buy | Â <u>(4)</u> | 01/27/2009 | Common Stock | 4,223 | \$ 21.8286 | D | Â |
| Stock Option/Right to Buy | Â <u>(5)</u> | 01/27/2009 | Common Stock | 4,223 | \$ 21.8286 | D | Â |
| Stock Option/Right to Buy | Â <u>(6)</u> | 01/29/2011 | Common Stock | 7,637 | \$ 17.2083 | D | Â |
| Stock Option/Right to Buy | Â <u>(7)</u> | 01/29/2011 | Common Stock | 5,255 | \$ 17.2083 | D | Â |
| Stock Option/Right to Buy | 01/29/2001 | 01/29/2011 | Common Stock | 9,302 | \$ 17.2083 | D | Â |
| Stock Option/Right to Buy | Â <u>(8)</u> | 02/05/2012 | Common Stock | 4,822 | \$ 25.5 | D | Â |
| Stock Option/Right to Buy | Â <u>(9)</u> | 02/05/2012 | Common Stock | 10,178 | \$ 25.5 | D | Â |
| Stock Option/Right to Buy | 02/05/2002 | 02/05/2012 | Common Stock | 9,084 | \$ 25.5 | D | Â |
| Stock Option/Right to Buy | 01/29/2003 | 01/29/2013 | Common Stock | 12,010 | \$ 21.11 | D | Â |
| Stock Option/Right to Buy | Â <u>(10)</u> | 03/04/2013 | Common Stock | 3,977 | \$ 19.25 | D | Â |
| Stock Option/Right to Buy | Â <u>(11)</u> | 03/04/2013 | Common Stock | 11,023 | \$ 19.25 | D | Â |
| Stock Option/Right to Buy | Â <u>(12)</u> | 01/29/2014 | Common Stock | 4,583 | \$ 25.68 | D | Â |
| Stock Option/Right to Buy | Â <u>(13)</u> | 01/29/2014 | Common Stock | 9,417 | \$ 25.68 | D | Â |
| | Â <u>(14)</u> | 02/03/2015 | | 20,000 | \$ 30.3 | D | Â |

Stock Option/Right to Buy

Common Stock

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|----------------------|-------|
| | Director | 10% Owner | Officer | Other |
| SPRINGMAN PAUL J C/O EQUIFAX INC 1550 PEACHTREET STREET NW ATLANTA, GA 30309 | Â | Â | Â Chief Mktg Officer | Â |

Signatures

/s/ Springman,
Paul J. 02/15/2005

**Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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 option vests in increments of 2,075 shares on 1/29/98, 2,073 shares on 1/29/99, 3,386 shares on 1/29/00 and 3,385 shares on 1/29/01.
- (2) The option vests in increments of 2,534 shares on 1/28/99, 1,720 shares on 1/28/00 and 33 shares on 1/28/01.
- (3) The option vests in increments of 815 shares on 1/28/00, 2,500 shares on 1/28/01 and 2,533 shares on 1/28/02.
- (4) The option vests in increments of 2,112 shares on 1/27/02 and 2,111 shares on 1/27/03.
- (5) The option vests in increments of 2,112 shares on 1/27/00 and 2,111 shares on 1/27/01.
- (6) The option vests in increments of 283 shares on 1/29/02, 3,131 shares on 1/29/03 and 4,223 shares on 1/29/04.
- (7) The option vests in increments of 223 on 1/29/01, 3,941 on 1/29/02 and 1,091 on 1/29/03.
- (8) The option vests in increments of 1 share on 2/5/03, 1,071 shares on 2/5/04 and 3,750 shares on 2/5/05.
- (9) The option vests in increments of 3,750 shares on 2/5/02, 3,749 shares on 2/5/03 and 2,679 shares on 2/5/04.
- (10) The option vests in increments of 227 shares on 3/4/05 and 3,750 shares on 3/4/06.
- (11) The option vests in increments of 3,750 shares on 3/4/03 and 3/4/04 and 3,523 shares on 3/4/05.
- (12) The option vests in increments of 1,083 shares on 1/29/06 and 3,500 shares on 1/29/07.
- (13) The option vests in increments of 3,500 shares on 1/29/04 and 1/29/05 and 2,417 shares on 1/29/06.
- (14) The option vests in four equal annual increments beginning on 2/3/05.

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.