

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 <b>and</b> 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
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			Chief Mktg Officer	

**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.