

Wilbanks Laura Louise  
 Form 3  
 August 03, 2017

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

OMB APPROVAL

OMB Number: 3235-0104  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

**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)

|   |   |   |  |   |  |
|---|---|---|--|---|--|
| <p>1. Name and Address of Reporting Person *</p> <p>Â Wilbanks Laura Louise</p> <p>(Last) (First) (Middle)</p> <p>1550 PEACHTREE STREET,<br/>                 N.W.</p> <p>(Street)</p> <p>ATLANTA,Â GAÂ 30309</p> <p>(City) (State) (Zip)</p> | <p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>08/01/2017</p> | <p>3. Issuer Name and Ticker or Trading Symbol</p> <p>EQUIFAX INC [EFX]</p> | <p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br/> <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br/>                 (give title below) (specify below)<br/>                 CVP &amp; CMO</p> | <p>5. If Amendment, Date Original Filed(Month/Day/Year)</p> | <p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person<br/> <input type="checkbox"/> Form filed by More than One Reporting Person</p> |
|---|---|---|--|---|--|

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
| Common Stock                       | 6,212  | D   | Â  |
| Common Stock                       | 916  | 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<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of | 5. Ownership Form of Derivative | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|------------------------------------|---------------------------------|--|
|---|---|--|------------------------------------|---------------------------------|--|

## Edgar Filing: Wilbanks Laura Louise - Form 3

|                           | 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 | Â (1)            | 10/01/2023      | Common Stock | 5,500                      | \$ 59.87            | D   | Â |
| Stock Option/Right to Buy | Â (2)            | 10/01/2024      | Common Stock | 5,161                      | \$ 73.4             | D   | Â |
| Stock Option/Right to Buy | Â (3)            | 09/30/2025      | Common Stock | 4,288                      | \$ 97.18            | D   | Â |
| Stock Option/Right to Buy | Â (4)            | 09/30/2026      | Common Stock | 2,815                      | \$ 134.85           | D   | Â |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |             |       |
|---|---------------|-----------|-------------|-------|
|   | Director      | 10% Owner | Officer     | Other |
| Wilbanks Laura Louise<br>1550 PEACHTREE STREET, N.W.<br>ATLANTA, GA 30309 | Â             | Â         | Â CVP & CMO | Â     |

## Signatures

/s/ Lisa Stockard, as  
Attorney-in-Fact

08/03/2017

\*\*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 three equal annual increments beginning 10/1/14.
- (2) The option vests in three equal annual increments beginning 10/1/15.
- (3) The option vests in three equal annual increments beginning 9/30/16.
- (4) The option vests in three equal annual increments beginning 9/30/17.

Â

### Remarks:

Exhibit 24 - Power of Attorney

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.