

Wilbanks Laura Louise
Form 3
August 03, 2017

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 *

Wilbanks Laura Louise

(Last) (First) (Middle)

1550 PEACHTREE STREET,
N.W.

(Street)

ATLANTA, GA 30309

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)

08/01/2017

3. Issuer Name and Ticker or Trading Symbol
EQUIFAX INC [EFX]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

(Check all applicable)

☐ Director ☐ 10% Owner
☒ Officer ☐ Other
(give title below) (specify below)
CVP & CMO

6. Individual or Joint/Group Filing(Check Applicable Line)
☒ Form filed by One Reporting Person
☐ 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

6,212

D

À

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)

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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	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 1550 PEACHTREE STREET, N.W. 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:

ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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