Thompson Kevin Barry Form 4 April 04, 2012

Check this box

if no longer

subject to

Section 16.

## FORM 4

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

**OMB** 

**OMB APPROVAL** 

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES** 

Form 4 or Form 5 obligations may continue. See Instruction

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

1(b).

(Last)

(City)

(Print or Type Responses)

1. Name and Address of Reporting Person \* Thompson Kevin Barry

(First)

(Street)

(State)

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to Issuer

Verisk Analytics, Inc. [VRSK]

(Check all applicable)

C/O VERISK ANALYTICS.

(Zip)

(Middle)

3. Date of Earliest Transaction (Month/Day/Year)

04/01/2012

Director 10% Owner X\_ Officer (give title Other (specify below)

**SVP** - Insurance Services

**INC.. 545 WASHINGTON BOULEVARD** 

> 4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

JERSEY CITY, NJ 07310

1. Title of 2. Transaction Date 2A. Deemed Security (Month/Day/Year) Execution Date, if (Instr. 3) (Month/Day/Year)

3. 4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 3, 4 and 5) (Instr. 8)

5. Amount of Securities Beneficially (D) or Owned Following Reported

6. Ownership 7. Nature of Form: Direct Indirect Beneficial Indirect (I) Ownership (Instr. 4) (Instr. 4)

(A)

Transaction(s) (Instr. 3 and 4)

Price (D) Code V Amount

Class A Common

Stock (1)

04/01/2012

Α 6,653 26,158

D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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

#### Edgar Filing: Thompson Kevin Barry - Form 4

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transacti Code (Instr. 8)	5. Number of orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option	\$ 46.97	04/01/2012		A	22,810	(3)	04/01/2022	Class A Common Stock	22,810

# **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Thompson Kevin Barry C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310

**SVP** - Insurance Services

## **Signatures**

/s/ Kenneth E. Thompson, Attorney-in-Fact

04/04/2012

\*\*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).
- These restricted shares of Class A Common Stock were granted under the Issuer's 2009 Equity Incentive Plan. Subject to the terms of the (1) Issuer's 2009 Equity Incentive Plan and the applicable award agreement thereunder, these restricted shares vest in four equal installments on the first, second, third and fourth anniversaries of their grant date.
- (2) This stock option was granted under the Issuer's 2009 Equity Incentive Plan.
- (3) Subject to the terms of the Issuer's 2009 Equity Incentive Plan and the applicable award agreement thereunder, this stock option vests and becomes exercisable in four equal installments on the first, second, third and fourth anniversaries of the stock option grant date.

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.

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