Coyne Frank J Form 4 December 20, 2012

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

OMB APPROVAL OMB

3235-0287 Number:

January 31, Expires: 2005

0.5

Estimated average burden hours per response...

Check this box if no longer subject to Section 16. Form 4 or

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

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).

(Print or Type Responses)

1. Name and Address of Reporting Person * Coyne Frank J

2. Issuer Name and Ticker or Trading Symbol

Issuer

(Last) (First) (Middle)

Verisk Analytics, Inc. [VRSK] 3. Date of Earliest Transaction

(Check all applicable)

5. Relationship of Reporting Person(s) to

C/O VERISK ANALYTICS, **INC., 545 WASHINGTON**

(Month/Day/Year)

Director 10% Owner X_ Officer (give title Other (specify below)

BOULEVARD

12/20/2012

Chairman and CEO

(Street)

4. If Amendment, Date Original

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

Filed(Month/Day/Year)

X Form filed by One Reporting Person Form filed by More than One Reporting

JERSEY CITY, NJ 07310

(City)	(State)	(Zip) Tab	le I - Non-l	Derivative S	ecurit	ies Acqui	red, Disposed of,	, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)			d of (D))	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Class A Common Stock	12/20/2012		M	100,000	A	\$ 8.4	328,711	D	
Class A Common Stock	12/20/2012		S	100,000	D	\$ 50.83	228,711	D	
Class A Common Stock							118,353	I	Through trust (2)
Class A							72,126	I	Through

Edgar Filing: Coyne Frank J - Form 4

Common Stock			trust (3)
Class A Common Stock	106,644	I	Through trust (4)
Class A Common Stock	106,644	I	Through trust (5)
Reminder: Report on a separate line for each class of securities benefit	icially owned directly or indirectly. Persons who respond to the coll	ection of	SEC 1474

number.

information contained in this form are not

required to respond unless the form displays a currently valid OMB control

(9-02)

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

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. Transactic Code (Instr. 8)	5. Number of tiorDerivative Securities) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ivative Expiration Date urities (Month/Day/Year) uritied (A) or posed of (D)		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	\$ 8.4	12/20/2012		M		100,000	<u>(7)</u>	06/29/2015	Class A Common Stock	100,000

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Coyne Frank J							

C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD

Chairman and CEO

JERSEY CITY, NJ 07310

Signatures

/s/ Kenneth E. Thompson,
Attorney-in-Fact 12/20/2012

**Signature of Reporting Person Date

Reporting Owners 2

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).
- This sale price is a weighted average sale price that represents the sale of these shares of Class A Common Stock at prices ranging from \$50.62 to \$51.06, inclusive. These shares were sold pursuant to a 10b5-1 plan. The reporting person undertakes to provide upon request
- by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Class A Common Stock sold at each separate price within the ranges set forth in this footnote (1).
- (2) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 2.
- (3) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 3.
- (4) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 4.
- (5) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 5.
- (6) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
- (7) Immediately.

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.