

LISS SAMUEL G
Form 3
October 06, 2009

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 and Ticker or Trading Symbol	
Â LISS SAMUEL G		(Month/Day/Year)	Verisk Analytics, Inc. [VRSK]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		10/06/2009		
C/O VERISK ANALYTICS, INC., Â 545 WASHINGTON BOULEVARD			(Check all applicable)	
(Street)			<input checked="" type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
			<input type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
JERSEY CITY, Â NJ Â 07310			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> 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)
Class A Common Stock	11,200	D	Â

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 Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Stock Option ⁽¹⁾	Â ⁽²⁾	08/24/2015	Class A Common Stock	8,250	\$ 8.9	D	Â
Stock Option ⁽¹⁾	Â ⁽²⁾	07/01/2016	Class A Common Stock	5,150	\$ 12.84	D	Â
Stock Option ⁽¹⁾	Â ⁽²⁾	07/01/2016	Class A Common Stock	75,000	\$ 12.84	D	Â
Stock Option ⁽¹⁾	Â ⁽²⁾	07/01/2017	Class A Common Stock	5,100	\$ 16.72	D	Â
Stock Option ⁽¹⁾	Â ⁽²⁾	07/01/2018	Class A Common Stock	5,600	\$ 17.84	D	Â
Stock Option ⁽¹⁾	07/01/2010	07/01/2019	Class A Common Stock	21,750	\$ 17.78	D	Â
Stock Option ⁽¹⁾	Â ⁽²⁾	07/01/2019	Class A Common Stock	4,800	\$ 17.78	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LISS SAMUEL G C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310	Â X	Â	Â	Â

Signatures

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

10/06/2009

⁽¹⁾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) Stock Options outstanding under the Issuer's 1996 Incentive Plan.

(2) Immediately

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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.