

LEHMAN JOHN F  
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 \*

LEHMAN JOHN F  
(Last) (First) (Middle)

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

(Street)

JERSEY CITY, NJ 07310

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
10/06/2009

3. Issuer Name and Ticker or Trading Symbol  
Verisk Analytics, Inc. [VRSK]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

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)
Class A Common Stock	529,500 <sup>(1)</sup>	D	À
Class A Common Stock	125,000	I	Through trust <sup>(2)</sup>

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	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
Stock Option <sup>(3)</sup>	Â <sup>(4)</sup>	06/16/2014	Class A Common Stock	25,000	\$ 4.8	D	Â
Stock Option <sup>(3)</sup>	Â <sup>(4)</sup>	07/01/2016	Class A Common Stock	12,050	\$ 12.84	D	Â
Stock Option <sup>(3)</sup>	Â <sup>(4)</sup>	07/01/2017	Class A Common Stock	12,750	\$ 16.72	D	Â
Stock Option <sup>(3)</sup>	Â <sup>(4)</sup>	07/01/2017	Class A Common Stock	26,050	\$ 16.72	D	Â
Stock Option <sup>(3)</sup>	Â <sup>(4)</sup>	07/01/2018	Class A Common Stock	14,000	\$ 17.84	D	Â
Stock Option <sup>(3)</sup>	Â <sup>(4)</sup>	07/01/2018	Class A Common Stock	27,950	\$ 17.84	D	Â
Stock Option <sup>(3)</sup>	07/01/2010	07/01/2019	Class A Common Stock	21,750	\$ 17.78	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LEHMAN JOHN F C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, Â NJÂ 07310	Â X	Â	Â	Â

## Signatures

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

10/06/2009

\*\*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)

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Includes 3,500 deferred stock awards that entitle Mr. Lehman to 3,500 shares of Class A Common Stock at the end of his service to the board of the Issuer.

- (2) These shares are owned by the Lehman Business Trust, of which John F. Lehman, Jr. is the trustee. Mr. Lehman disclaims beneficial ownership of any shares beneficially owned by the trust except to the extent of his pecuniary interest therein.
- (3) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
- (4) Immediately

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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