

Thompson Kevin Barry  
Form 4  
December 06, 2012

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN 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 \*  
Thompson Kevin Barry

(Last) (First) (Middle)

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

(Street)

JERSEY CITY, NJ 07310

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/04/2012

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
SVP - Insurance Services

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

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

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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)
				(A) or (D)	Price		
				Code	V	Amount	
Class A Common Stock	12/04/2012		M	85,000	A	\$ 8.74	111,158 D
Class A Common Stock	12/04/2012		M	72,450	A	\$ 11.3	183,608 D
Class A Common Stock	12/04/2012		S	157,450	D	\$ 48.58	26,158 D
Class A Common Stock	12/05/2012		M	17,550	A	\$ 11.3	43,708 D

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Common Stock								
Class A Common Stock	12/05/2012		M	33,250	A	\$ 15.1	76,958	D
Class A Common Stock	12/05/2012		S	50,800	D	\$ <u>(2)</u> 48.87	26,158	D
Class A Common Stock	12/06/2012		M	56,750	A	\$ 15.1	82,908	D
Class A Common Stock	12/06/2012		M	100,000	A	\$ 17.24	182,908	D
Class A Common Stock	12/06/2012		M	93,750	A	\$ 16.1	276,658	D
Class A Common Stock	12/06/2012		S	250,500	D	\$ <u>(3)</u> 49.03	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)

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. Transaction Code (Instr. 8)	5. Number of Derivative 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 <u>(4)</u>	\$ 8.74	12/04/2012		M	85,000	<u>(5)</u>	03/01/2015	Class A Common Stock	85,000
Stock Option <u>(4)</u>	\$ 11.3	12/04/2012		M	72,450	<u>(5)</u>	03/01/2016	Class A Common Stock	72,450
	\$ 11.3	12/05/2012		M	17,550	<u>(5)</u>	03/01/2016		17,550

Stock Option (4)								Class A Common Stock	
Stock Option (4)	\$ 15.1	12/05/2012	M	33,250	(5)	03/01/2017		Class A Common Stock	33,250
Stock Option (4)	\$ 15.1	12/06/2012	M	56,750	(5)	03/01/2017		Class A Common Stock	56,750
Stock Option (4)	\$ 17.24	12/06/2012	M	100,000	(5)	03/01/2018		Class A Common Stock	100,000
Stock Option (4)	\$ 16.1	12/06/2012	M	93,750	(5)	04/01/2019		Class A Common Stock	93,750

## 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

12/06/2012

         \*\*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).
- (1) 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 \$48.31 to \$49.76, inclusive. 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) 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 \$48.52 to \$49.01, inclusive. 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 (2).
- (3) 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 \$48.84 to \$49.23, inclusive. 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 (3).
- (4) Stock Options outstanding under the Issuer's 1996 Incentive Plan.

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(5) 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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