

Coyne Frank J  
 Form 4  
 April 05, 2011

**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 \*  
 Coyne Frank J

(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)  
 04/01/2011

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
 Chairman and CEO

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 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 Ownership (Instr. 4) |                              |
|-------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------|------------------------------|
|                                     |                                      |                                                    |                                | (A) or (D)                                                        | Price                                                                                         |                                                          |                                   |                              |
|                                     |                                      |                                                    |                                | Code                                                              | V                                                                                             | Amount                                                   |                                   |                              |
| Class A Common Stock <sup>(1)</sup> | 04/01/2011                           |                                                    | A                              | 22,523                                                            | A                                                                                             | \$ 0 <sub>(1)</sub>                                      | 391,030                           | D                            |
| Class A Common Stock                |                                      |                                                    |                                |                                                                   |                                                                                               | 150,000                                                  | I                                 | Through trust <sup>(2)</sup> |
| Class A Common Stock                |                                      |                                                    |                                |                                                                   |                                                                                               | 150,000                                                  | I                                 | Through trust <sup>(3)</sup> |

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

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(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 (4)                           | \$ 33.3                                                | 04/01/2011                           |                                                    | A                              | 214,694                                                                                 | (5) 04/01/2021                                           | Class A Common Stock 214,694                                  |

## Reporting Owners

| Reporting Owner Name / Address                                                                   | Relationships |           |                  |       |
|--------------------------------------------------------------------------------------------------|---------------|-----------|------------------|-------|
|                                                                                                  | Director      | 10% Owner | Officer          | Other |
| Coyne Frank J<br>C/O VERISK ANALYTICS, INC.<br>545 WASHINGTON BOULEVARD<br>JERSEY CITY, NJ 07310 |               |           | Chairman and CEO |       |

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact  
04/05/2011

\*\*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) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 1.
  - (3) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 2.
  - (4) This stock option was granted under the Issuer's 2009 Equity Incentive Plan.
  - (5) 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.

## Edgar Filing: Coyne Frank J - Form 4

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