

Thompson Kevin Barry
Form 4
December 06, 2012

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

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)
			Code	V	Amount	(D)	Price
Class A Common Stock	12/04/2012		M		85,000	A	\$ 8.74 111,158
Class A Common Stock	12/04/2012		M		72,450	A	\$ 11.3 183,608
Class A Common Stock	12/04/2012		S		157,450	D	\$ 48.58 26,158 (1)
Class A Common Stock	12/05/2012		M		17,550	A	\$ 11.3 43,708

Edgar Filing: Thompson Kevin Barry - Form 4

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.

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.

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

Edgar Filing: Thompson Kevin Barry - Form 4

(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.

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.