Verisk Analytics, Inc. Form 4 July 03, 2014

FORM 4

OMB APPROVAL

3235-0287

January 31,

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

OMB Number:

Check this box if no longer subject to Section 16. Form 4 or

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

2005 Estimated average burden hours per response... 0.5

Expires:

Form 5 obligations may continue. See Instruction

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person ** Coyne Frank J	2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer		
	Verisk Analytics, Inc. [VRSK]	(Check all applicable)		

(Last) (First) (Middle) 3. Date of Earliest Transaction

(Month/Day/Year) 10% Owner _X__ Director Officer (give title Other (specify 07/01/2014

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

> (Street) 4. If Amendment, Date Original

Applicable Line)

Filed(Month/Day/Year)

X Form filed by One Reporting Person Form filed by More than One Reporting

6. Individual or Joint/Group Filing(Check

JERSEY CITY, NJ 07310

(City)	(State) (Z	Zip) Table	e I - Non-Do	erivative S	Securi	ties Ac	quired, Disposed	of, or Beneficia	lly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactio Code (Instr. 8)	4. Securities nAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Form: Direct Beneficially (D) or Owned Indirect (I) Following (Instr. 4) Reported		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code V	Amount	or (D)	Price	Transaction(s) (Instr. 3 and 4)		
Class A Common Stock (1)	07/01/2014		A	1,088	A	\$0	149,055	D	
Class A Common Stock (2)	07/01/2014		A	2,484	A	\$0	151,539	D	
Class A Common Stock							95,984	I	Through trust (3)
Class A							127,115	I	Through

Common trust (4)
Stock

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. Transactio 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	\$ 60.9	07/01/2014		A	5,686	07/01/2015	07/01/2024	Class A Common Stock	5,686

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

Coyne Frank J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310



Signatures

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

07/03/2014

**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) These deferred stock units of Class A Common Stock were granted under the Issuer's 2013 Equity Incentive Plan. Subject to the terms of the Issuer's 2013 Equity Incentive Plan and the applicable award agreement thereunder, these deferred stock units entitle the reporting

Reporting Owners 2

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person to 1,088 shares of Class A Common Stock at the end of his service to the Board of the Issuer.

- The reporting person elected to receive the reported deferred stock units under the Issuer's 2013 Equity Incentive Plan as part of his annual retainer. Subject to the terms of the Issuer's 2013 Equity Incentive Plan and the applicable award agreement thereunder, these deferred stock units entitle the reporting person to 2,484 shares of Class A Common Stock at the end of his service to the Board of the Issuer.
- (3) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 5.
- (4) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 6.
- (5) The reporting person was awarded the reported stock options under the Issuer's 2013 Equity Incentive Plan.

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.