Verisk Analytics, Inc. Form 4 August 04, 2015

# FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB APPROVAL** OMB

3235-0287 Number: January 31, Expires:

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Check this box if no longer subject to Section 16. Form 4 or Form 5

obligations

may continue.

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 See Instruction

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person ** Rotella Perry	2. Issuer Name <b>and</b> 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				
C/O VERISK ANALYTICS, INC., 545 WASHINGTON BOULEVARD	(Month/Day/Year) 08/03/2015	Director 10% Owner _X Officer (give title Other (specif below) SVP, Chief Information Officer			
(Street)	4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
JERSEY CITY, NJ 07310	Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			

(City)	(State)	(State) 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. Transactio Code (Instr. 8)	4. Securities Acquired on(A) or Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Ownership Form: Direct Owned (D) or Following Indirect (I) Reported (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)		
			Code V	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)			
Common Stock	08/03/2015		M	30,000	A	\$ 22	51,598	D		
Common Stock	08/03/2015		M	36,000	A	\$ 28.2	87,598	D		
Common Stock	08/03/2015		M	11,537	A	\$ 33.3	99,135	D		
Common Stock	08/03/2015		S	77,537	D	\$ 77.55 (1)	21,598	D		
	08/04/2015		M	24,245	A	\$ 33.3	45,843	D		

Common Stock							
Common Stock	08/04/2015	M	15,054	A	\$ 46.97	60,897	D
Common Stock	08/04/2015	M	9,846	A	\$ 61.14	70,743	D
Common Stock	08/04/2015	M	7,365	A	\$ 59.74	78,108	D
Common Stock	08/04/2015	S	54,410	D	\$ 77.61 (2)	23,698	D
Common Stock	08/04/2015	S	2,100	D	\$ 78.24 (3)	21,598	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. Transactic Code (Instr. 8)	5. Number of ionDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exer Expiration D (Month/Day,	ate	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	\$ 22	08/03/2015		M		30,000	<u>(5)</u>	10/06/2019	Common Stock	30,000
Stock Option	\$ 28.2	08/03/2015		M		36,000	<u>(5)</u>	04/01/2020	Common Stock	36,000
Stock Option	\$ 33.3	08/03/2015		M		11,537	<u>(5)</u>	04/01/2021	Common Stock	11,537
Stock Option	\$ 33.3	08/04/2015		M		24,245	(5)	04/01/2021	Common Stock	24,245

<u>(4)</u>								
Stock Option	\$ 46.97	08/04/2015	M	15,054	(5)	04/01/2022	Common Stock	15,054
Stock Option	\$ 61.14	08/04/2015	M	9,846	(5)	04/01/2023	Common Stock	9,846
Stock Option	\$ 59.74	08/04/2015	M	7,365	(5)	04/01/2024	Common Stock	7,365

## **Reporting Owners**

Reporting Owner Name / Address

Director 10% Owner Officer Other

Rotella Perry C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310

SVP, Chief Information Officer

# **Signatures**

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

08/04/2015

\*\*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).
- This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$77.24 to \$77.91, 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 Common Stock sold at each separate price within the ranges set forth in this footnote (1).
- This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$77.16 to \$78.15, 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 Common Stock sold at each separate price within the ranges set forth in this footnote (2).
- This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$78.16 to \$78.42, 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 Common Stock sold at each separate price within the ranges set forth in this footnote. (3)
- (4) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.
- (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.

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