Thompson Kenneth E Form 4 July 12, 2018

FORM 4

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

OMB 3235-0287 Number:

Check this box if no longer subject to Section 16.

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

January 31, Expires: 2005 Estimated average

OMB APPROVAL

Form 4 or 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

burden hours per response... 0.5

1(b).

(Print or Type Responses)

1. Name and Add Thompson Ke	•	ting Person *	2. Issuer Name and Ticker or Trading Symbol Verisk Analytics, Inc. [VRSK]	5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	(Check all applicable)			
C/O VERISK ANALYTICS, INC., 545 WASHINGTON BOULEVARD		· ·	(Month/Day/Year) 07/11/2018	Director 10% Owner _X Officer (give title Other (specify below) EVP, Gen Counsel and Corp Sec			
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
JERSEY CIT	Y, NJ 07310)	Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			

Common

Stock

07/12/2018

(City)	(State)	(Zip) Tab	le I - Non-l	Derivative	Secur	rities Acqui	red, Disposed of	or Beneficial	ly 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. Securit pror Dispos (Instr. 3, 4)	ed of		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)
Common Stock	07/11/2018		M	1,300	A	\$ 22	45,465	D	
Common Stock	07/11/2018		S	1,300	D	\$ 112 (1)	44,165	D	
Common Stock	07/12/2018		M	79,335	A	\$ 22	123,500	D	
Common Stock	07/12/2018		S	79,335	D	\$ 112.6 (2)	44,165	D	

6,558

\$ 22

50,723

D

M

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Common 07/12/2018 S 6,558 113.02 44,165 D D Stock

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. Transactio Code (Instr. 8)	5. Number of ctionDerivative Securities 8) 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	\$ 22	07/11/2018		M		1,300	<u>(5)</u>	10/06/2019	Common Stock	1,300
Stock Option	\$ 22	07/12/2018		M	{	85,893	(5)	10/06/2019	Common Stock	85,893

Reporting Owners

Relationships Reporting Owner Name / Address

Director 10% Owner Officer Other

Thompson Kenneth E C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310

EVP, Gen Counsel and Corp Sec

Signatures

/s/ Kenneth E. 07/12/2018 Thompson

**Signature of Reporting Date Person

Reporting Owners 2

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 shares were sold pursuant to a 10b5-1 plan.
- These shares were sold pursuant to a 10b5-1 plan. This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$112.00 to \$112.99, 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).
- (3) These shares were sold pursuant to a 10b5-1 plan. This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$113.00 to \$113.04, 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.