Stephenson Scott G Form 4 August 08, 2018

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

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Check this box

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 * Stephenson Scott G	2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (Middle)	Verisk Analytics, Inc. [VRSK] 3. Date of Earliest Transaction	(Check all applicable)			
C/O VERISK ANALYTICS, INC., 545 WASHINGTON BOULEVARD	(Month/Day/Year) 08/06/2018	_X_ Director 10% Owner Other (specify below) CEO and President			
(Street)	4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
IERSEY CITY NI 07310	Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting			

JERSEY CITY, NJ 07310

(City)	(State) (Zip) 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. 4. Securities Acquired (A) Transactiomr Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8)			5. Amount of 6. Securities Ownership Beneficially Form: Owned Direct (D) Following or Indirect		7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code V	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)	
Common Stock	08/06/2018		M	18,805	A	\$ 28.2	702,755	D	
Common Stock	08/06/2018		S	11,640	D	\$ 115.1 (1)	691,115	D	
Common Stock	08/07/2018		M	80,533	A	\$ 28.2	771,648	D	
Common Stock	08/07/2018		S	49,810	D	\$ 115.53	721,838	D	

Person

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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 orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		onDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4,		onDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4,		Derivative Expiration Date Securities (Month/Day/Year) Acquired (A) or Disposed of (D) (Instr. 3, 4,		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	\$ 28.2	08/06/2018		M		18,805	<u>(4)</u>	04/01/2020	Common Stock	18,805				
Stock Option	\$ 28.2	08/07/2018		M		80,533	<u>(4)</u>	04/01/2020	Common Stock	80,533				

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Stephenson Scott G C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310	X		CEO and President				

Signatures

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

08/08/2018

**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 shares were sold pursuant to a 10b5-1 plan that Mr. Stephenson entered into in order to cover the exercise price of the corresponding stock option and related tax obligation. This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$115.00 to \$115.37, 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

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each separate price within the ranges set forth in this footnote (1).

These shares were sold pursuant to a 10b5-1 plan that Mr. Stephenson entered into in order to cover the exercise price of the corresponding stock option and related tax obligation. This sale price is a weighted average sale price that represents the sale of these

- (2) shares of Common Stock at prices ranging from \$115.00 to \$115.96, 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) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.
- (4) 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.