

LISS SAMUEL G
Form 3
October 06, 2009

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *

Â LISS SAMUEL G
(Last) (First) (Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)
10/06/2009

3. Issuer Name and Ticker or Trading Symbol
Verisk Analytics, Inc. [VRSK]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

(Check all applicable)

Director 10% Owner
 Officer Other
(give title below) (specify below)

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

(Street)

JERSEY CITY,Â NJÂ 07310

(City) (State) (Zip)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities Beneficially Owned
(Instr. 4)

3. Ownership Form:
Direct (D)
or Indirect (I)
(Instr. 5)

4. Nature of Indirect Beneficial Ownership
(Instr. 5)

Class A Common Stock

11,200

D Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security
(Instr. 4)

2. Date Exercisable and Expiration Date
(Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security
(Instr. 4)

4. Conversion or Exercise Price of Derivative

5. Ownership Form of Derivative Security:

6. Nature of Indirect Beneficial Ownership
(Instr. 5)

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| | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | Security | Direct (D) or Indirect (I) (Instr. 5) | |
|-----------------------------|------------------|-----------------|----------------------|----------------------------|----------|---------------------------------------|---|
| Stock Option ⁽¹⁾ | Â ⁽²⁾ | 08/24/2015 | Class A Common Stock | 8,250 | \$ 8.9 | D | Â |
| Stock Option ⁽¹⁾ | Â ⁽²⁾ | 07/01/2016 | Class A Common Stock | 5,150 | \$ 12.84 | D | Â |
| Stock Option ⁽¹⁾ | Â ⁽²⁾ | 07/01/2016 | Class A Common Stock | 75,000 | \$ 12.84 | D | Â |
| Stock Option ⁽¹⁾ | Â ⁽²⁾ | 07/01/2017 | Class A Common Stock | 5,100 | \$ 16.72 | D | Â |
| Stock Option ⁽¹⁾ | Â ⁽²⁾ | 07/01/2018 | Class A Common Stock | 5,600 | \$ 17.84 | D | Â |
| Stock Option ⁽¹⁾ | 07/01/2010 | 07/01/2019 | Class A Common Stock | 21,750 | \$ 17.78 | D | Â |
| Stock Option ⁽¹⁾ | Â ⁽²⁾ | 07/01/2019 | Class A Common Stock | 4,800 | \$ 17.78 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| LISS SAMUEL G C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310 | Â X | Â | Â | Â |

Signatures

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

10/06/2009

⁽¹⁾Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 5(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) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
- (2) Immediately

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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.