

BANFIELD CAROLE J
Form 4
October 05, 2010

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN 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 *
BANFIELD CAROLE J

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
C/O VERISK ANALYTICS,
INC., 545 WASHINGTON
BOULEVARD

3. Date of Earliest Transaction
(Month/Day/Year)
10/01/2010

____ Director
 Officer (give title below)
____ 10% Owner
____ Other (specify below)
EVP-Info Svc and GovtRelations

(Street)
JERSEY CITY, NJ 07310

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

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

(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. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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 Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Class A Common Stock	10/01/2010		M		17,500	A	\$ 8.74 610,550
Class A Common Stock	10/01/2010		M		32,500	A	\$ 11.34 643,050
Class A Common Stock	10/01/2010		M		27,500	A	\$ 15.1 670,550
Class A Common Stock	10/01/2010		M		27,500	A	\$ 698,050

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Common Stock						17.24	
Class A Common Stock	10/01/2010		M	15,000	A	\$ 16.1	713,050 D
Class A Common Stock	10/01/2010		S ⁽¹⁾	175,322	D	\$ 27.25	537,728 D
						<u>(2)</u>	

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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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. Transaction 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)	8. Amount or Number of Shares
Stock Option <u>(3)</u>	\$ 8.74	10/01/2010		M	17,500	<u>(4)</u> 03/01/2015	Class A Common Stock	17,500
Stock Option <u>(3)</u>	\$ 11.34	10/01/2010		M	32,500	<u>(5)</u> 03/01/2016	Class A Common Stock	32,500
Stock Option <u>(3)</u>	\$ 15.1	10/01/2010		M	27,500	<u>(6)</u> 03/01/2017	Class A Common Stock	27,500
Stock Option <u>(3)</u>	\$ 17.24	10/01/2010		M	27,500	<u>(7)</u> 03/01/2018	Class A Common Stock	27,500
Stock Option <u>(3)</u>	\$ 16.1	10/01/2010		M	15,000	<u>(8)</u> 04/01/2019	Class A Common Stock	15,000

