BANFIELD CAROLE J

Form 4

October 05, 2010

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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OMB APPROVAL

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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 may continue. 30(h) of the Investment Company Act of 1940 See Instruction

1(b).

(Print or Type Responses)

1. Name and Addi BANFIELD C		ing Person *	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)		(Middle)	3. Date of Earliest Transaction	(Check an applicable)			
C/O VERISK ANALYTICS, INC., 545 WASHINGTON BOULEVARD			(Month/Day/Year) 10/01/2010	Director 10% Owner _X Officer (give title Other (specify below) EVP-Info Svc and GovtRelations			
(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)	(Zip) Tab	le I - Non-	Derivative S	ecurit	ies 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. Transactic Code (Instr. 8)	(A) or		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)	
Class A Common Stock	10/01/2010		M	17,500	A		610,550	D	
Class A Common Stock	10/01/2010		M	32,500	A	\$ 11.34	643,050	D	
Class A Common Stock	10/01/2010		M	27,500	A	\$ 15.1	670,550	D	
Class A	10/01/2010		M	27,500	A	\$	698,050	D	

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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 <u>(1)</u>	175,322	D	\$ 27.25 (2)	537,728	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 tiorDerivative 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)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option	\$ 8.74	10/01/2010		M		17,500	<u>(4)</u>	03/01/2015	Class A Common Stock	17,500
Stock Option	\$ 11.34	10/01/2010		M		32,500	<u>(5)</u>	03/01/2016	Class A Common Stock	32,500
Stock Option	\$ 15.1	10/01/2010		M		27,500	<u>(6)</u>	03/01/2017	Class A Common Stock	27,500
Stock Option	\$ 17.24	10/01/2010		M		27,500	<u>(7)</u>	03/01/2018	Class A Common Stock	27,500
Stock Option	\$ 16.1	10/01/2010		M		15,000	(8)	04/01/2019	Class A Common Stock	15,000

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Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

BANFIELD CAROLE J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310

EVP-Info Svc and GovtRelations

Signatures

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

10/05/2010 Date

**Signature of Reporting Person

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) Sale in the Issuer's public offering.
- (2) Public offering price.
- (3) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
- (4) Immediately.
- (5) 16,250 shares of Class A Common Stock underlying the Stock Option were immediately exercisable. The remaining 16,250 shares underlying the Stock Option became exercisable on 3/1/2010.
- 13,750 shares of Class A Common Stock underlying the Stock Option were immediately exercisable and 13,750 shares of Class A

 (6) Common Stock underlying the Stock Option became exercisable on 3/1/2010. The remaining 13,750 shares underlying the Stock Option will become exercisable on 3/1/2011.
- 13,750 shares of Class A Common Stock underlying the Stock Option were immediately exercisable and 13,750 shares of Class A

 (7) Common Stock underlying the Stock Option became exercisable on 3/1/2010. The remaining 27,500 shares underlying the Stock Option will become exercisable as follows: 13,750 shares on 3/1/2011, and 13,750 shares on 3/1/2012.
- 15,000 shares of Class A Common Stock underlying the Stock Option became exercisable on 4/1/2010. The remaining 45,000 shares (8) underlying the Stock Option will become exercisable as follows: 15,000 shares on 4/1/2011, 15,000 shares on 4/1/2012, and 15,000 shares on 4/1/2013.

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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