

Thompson Kevin Barry
Form 4
December 06, 2012

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 *
Thompson Kevin Barry

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)

3. Date of Earliest Transaction (Month/Day/Year)
12/04/2012

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

SVP - Insurance Services

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

(Street)

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

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. 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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| | | | | Code | V | Amount | |
| Class A Common Stock | 12/04/2012 | | M | 85,000 | A | \$ 8.74 | 111,158 D |
| Class A Common Stock | 12/04/2012 | | M | 72,450 | A | \$ 11.3 | 183,608 D |
| Class A Common Stock | 12/04/2012 | | S | 157,450 | D | \$ 48.58 | 26,158 D |
| Class A Common Stock | 12/05/2012 | | M | 17,550 | A | \$ 11.3 | 43,708 D |

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| | | | | | | | | |
|----------------------|------------|--|---|---------|---|------------------------|---------|---|
| Common Stock | | | | | | | | |
| Class A Common Stock | 12/05/2012 | | M | 33,250 | A | \$ 15.1 | 76,958 | D |
| Class A Common Stock | 12/05/2012 | | S | 50,800 | D | \$ <u>(2)</u> 48.87 | 26,158 | D |
| Class A Common Stock | 12/06/2012 | | M | 56,750 | A | \$ 15.1 | 82,908 | D |
| Class A Common Stock | 12/06/2012 | | M | 100,000 | A | \$ 17.24 | 182,908 | D |
| Class A Common Stock | 12/06/2012 | | M | 93,750 | A | \$ 16.1 | 276,658 | D |
| Class A Common Stock | 12/06/2012 | | S | 250,500 | D | \$ <u>(3)</u> 49.03 | 26,158 | D |

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. 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) | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock Option <u>(4)</u> | \$ 8.74 | 12/04/2012 | | M | 85,000 | <u>(5)</u> | 03/01/2015 | Class A Common Stock | 85,000 |
| Stock Option <u>(4)</u> | \$ 11.3 | 12/04/2012 | | M | 72,450 | <u>(5)</u> | 03/01/2016 | Class A Common Stock | 72,450 |
| | \$ 11.3 | 12/05/2012 | | M | 17,550 | <u>(5)</u> | 03/01/2016 | | 17,550 |

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(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.

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