

Coyne Frank J  
 Form 4  
 October 08, 2009

**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 \*  
 Coyne Frank J

(Last) (First) (Middle)

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

(Street)

JERSEY CITY, NJ 07310-1686

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 10/06/2009

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
 President and CEO

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 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)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	10/06/2009		M		500,000	A	\$ 2 705,900
Class A Common Stock	10/06/2009		M		1,328,550	A	\$ 2.2 2,034,450
Class A Common Stock	10/06/2009		S <sup>(1)</sup>		2,034,450	D	\$ 22 <sup>(2)</sup> 0
Class A Common Stock	10/07/2009		P		100	A	\$ 27 100

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Common Stock (2)

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

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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 Underlying Security (Instr. 3 and 4)
					(A)	(D)	Date Exercisable	Expiration Date	
Stock Option <u>(3)</u>	\$ 2	10/06/2009		M		500,000	<u>(3)</u>	07/01/2010	Class A Common Stock
Stock Option <u>(4)</u>	\$ 2.2	10/06/2009		M		1,328,550	<u>(4)</u>	07/01/2010	Class A Common Stock
Stock Option <u>(5)</u>	\$ 22 <u>(6)</u>	10/06/2009		A		909,091	<u>(7)</u>	10/06/2019	Class A Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Coyne Frank J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310-1686			President and CEO	

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact 10/08/2009

\*\*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) Sale in the Issuer's initial public offering.
- (2) Public offering price.
- (3) Stock option under the Issuer's 1996 Incentive Plan. The stock option vested on 1/1/2003.
- (4) Stock option under the Issuer's 1996 Incentive Plan. The stock option vested on 1/1/2004.
- (5) This stock option was granted in connection with the initial public offering of the Issuer under the Issuer's 2009 Equity Incentive Plan.
- (6) Public offering price.
- (7) This stock option is subject to the following vesting schedule: 303,030 shares will vest on 10/6/2010, 303,030 shares will vest on 10/6/2011, and 303,031 shares will vest on 10/6/2012.

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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