

Verisk Analytics, Inc.  
Form 4  
July 06, 2015

**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 \*  
LEHMAN JOHN F

(Last) (First) (Middle)

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

(Street)

JERSEY CITY, NJ 07310

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
07/01/2015

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)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V Amount (A) or (D) Price   |   |  |                                   |
| Common Stock <sup>(1)</sup>     | 07/01/2015                           |  | A                              | 908 A \$ 0  | 85,022  | D  |                                   |
| Common Stock                    |                                      |  |                                |   | 28,863  | I  | Through Trust <sup>(2)</sup>      |
| Common Stock                    |                                      |  |                                |   | 92,021  | I  | Through Trust <sup>(3)</sup>      |
| Common Stock                    |                                      |  |                                |   | 58,477  | I  | Through Trust <sup>(4)</sup>      |
| Common Stock                    |                                      |  |                                |   | 22,995  | I  | Through Trust <sup>(5)</sup>      |

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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) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option <u>(6)</u>                    | \$ 72.95   | 07/01/2015                           |  | A                              | 4,716   | 07/01/2016 07/01/2025                                    | Common Stock  | 4,716                         |
| Stock Option <u>(7)</u>                    | \$ 72.95   | 07/01/2015                           |  | A                              | 7,295   | 07/01/2015 07/01/2025                                    | Common Stock  | 7,295                         |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|--|---------------|-----------|---------|-------|
|  | Director      | 10% Owner | Officer | Other |
| LEHMAN JOHN F<br>C/O VERISK ANALYTICS, INC.<br>545 WASHINGTON BOULEVARD<br>JERSEY CITY, NJ 07310 |               | X         |         |       |

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact  
07/06/2015

\*\*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) These deferred stock units of Common Stock were granted under the Issuer's 2013 Equity Incentive Plan. Subject to the terms of the Issuer's 2013 Equity Incentive Plan and the applicable award agreement thereunder, these deferred stock units entitle the reporting person

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to 908 shares of Common Stock at the end of his service to the Board of the Issuer.

- (2) These shares are owned by the Lehman Business Trust, of which John F. Lehman is the trustee. Mr. Lehman disclaims beneficial ownership of any shares beneficially owned by the trust except to the extent of his pecuniary interest therein.
- (3) These shares of Class A Common Stock are held directly by the John F. Lehman Jr. 2010 Seven Year Grantor Retained Annuity Trust.
- (4) These shares are held directly by the John F. Lehman Jr. Irrevocable Remainder Trust.
- (5) These shares are held directly by the John F. Lehman & Barbara W. Lehman Ten Ent.
- (6) The reporting person was awarded the reported stock options under the Issuer's 2013 Equity Incentive Plan.
- (7) The reporting person elected to receive the reported stock options under the Issuer's 2013 Equity Incentive Plan as part of his annual retainer.

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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