

Verisk Analytics, Inc.  
Form 4  
August 04, 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 \*  
Rotella Perry

(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)  
08/03/2015

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)  
SVP, Chief Information Officer

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)
				(A) or (D)	Price		
Common Stock	08/03/2015		M	30,000	A \$ 22	51,598	D
Common Stock	08/03/2015		M	36,000	A \$ 28.2	87,598	D
Common Stock	08/03/2015		M	11,537	A \$ 33.3	99,135	D
Common Stock	08/03/2015		S	77,537	D \$ 77.55	21,598	D
	08/04/2015		M	24,245	A \$ 33.3	45,843	D

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Common Stock								
Common Stock	08/04/2015		M	15,054	A	\$ 46.97	60,897	D
Common Stock	08/04/2015		M	9,846	A	\$ 61.14	70,743	D
Common Stock	08/04/2015		M	7,365	A	\$ 59.74	78,108	D
Common Stock	08/04/2015		S	54,410	D	\$ 77.61 (2)	23,698	D
Common Stock	08/04/2015		S	2,100	D	\$ 78.24 (3)	21,598	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. 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 (4)	\$ 22	08/03/2015		M	30,000	(5) 10/06/2019	Common Stock	30,000
Stock Option (4)	\$ 28.2	08/03/2015		M	36,000	(5) 04/01/2020	Common Stock	36,000
Stock Option (4)	\$ 33.3	08/03/2015		M	11,537	(5) 04/01/2021	Common Stock	11,537
Stock Option	\$ 33.3	08/04/2015		M	24,245	(5) 04/01/2021	Common Stock	24,245

<u>(4)</u>									
Stock Option	\$ 46.97	08/04/2015	M	15,054	<u>(5)</u>	04/01/2022	Common Stock	15,054	
<u>(4)</u>									
Stock Option	\$ 61.14	08/04/2015	M	9,846	<u>(5)</u>	04/01/2023	Common Stock	9,846	
<u>(4)</u>									
Stock Option	\$ 59.74	08/04/2015	M	7,365	<u>(5)</u>	04/01/2024	Common Stock	7,365	
<u>(4)</u>									

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Rotella Perry C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310			SVP, Chief Information Officer	

## Signatures

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

08/04/2015

    \*\*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) This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$77.24 to \$77.91, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Common Stock sold at each separate price within the ranges set forth in this footnote (1).

(2) This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$77.16 to \$78.15, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Common Stock sold at each separate price within the ranges set forth in this footnote (2).

(3) This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$78.16 to \$78.42, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Common Stock sold at each separate price within the ranges set forth in this footnote (3).

(4) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.

(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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