Coyne Frank J Form 4 February 05, 2013

### FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB APPROVAL** 

OMB 3235-0287 Number:

January 31, Expires: 2005

Estimated average burden hours per

0.5 response...

Check this box if no longer subject to Section 16. Form 4 or Form 5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations 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 Address of Reporting Person ** Coyne Frank J			2. Issuer Name and Ticker or Trading Symbol Verisk Analytics, Inc. [VRSK]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)		
(Last)  C/O VERISK INC., 545 WA BOULEVAR	ASHINGTON		3. Date of Earliest Transaction (Month/Day/Year) 02/05/2013	Director 10% Owner X Officer (give title Other (specifical below) Chairman and CEO		
	(Street)		4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person		

JERSEY CITY, NJ 07310

			Form filed by More than One Reporting					
			Person					
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(City)	(State)	(Zip) Tab	le I - Non-l	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)	4. Securities Acquired (A) our Disposed of (D) (Instr. 3, 4 and 5)  (A) or Amount (D) Price		0)	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	02/05/2013		M	Amount 100,000	(D)	\$ 8.4	328,711	D	
Class A Common Stock	02/05/2013		S	100,000	D	\$ 54.98 (1)	228,711	D	
Class A Common Stock							118,353	I	Through trust (2)
Class A							72,126	I	Through

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Common Stock			trust (3)
Class A Common Stock	106,644	I	Through trust (4)
Class A Common Stock	106,644	I	Through trust (5)
Reminder: Report on a separate line for each class of securities bene	ficially owned directly or indirectly.  Persons who respond to the colle	ection of	SEC 1474

information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

(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)	onDerivative				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	\$ 8.4	02/05/2013		M		100,000	<u>(7)</u>	06/29/2015	Class A Common Stock	100,000

# **Reporting Owners**

Reporting Owner Name / Address				
reporting 6 wher realized	Director	10% Owner	Officer	Other
Coyne Frank J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310			Chairman and CEO	

## **Signatures**

/s/ Kenneth E. Thompson, 02/05/2013 Attorney-in-Fact \*\*Signature of Reporting Person Date

2 Reporting Owners

### **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).
- This sale price is a weighted average sale price that represents the sale of these shares of Class A Common Stock at prices ranging from \$54.72 to \$55.20, inclusive. These shares were sold pursuant to a 10b5-1 plan. 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 Class A Common Stock sold at each separate price within the ranges set forth in this footnote (1).
- (2) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 2.
- (3) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 3.
- (4) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 4.
- (5) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 5.
- (6) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
- (7) Immediately.

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.