Coyne Frank J Form 4 April 04, 2012

# FORM 4

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

**OMB APPROVAL** OMB

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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 See Instruction

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person ** Coyne Frank J			2. Issuer Name <b>and</b> Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
			Verisk Analytics, Inc. [VRSK]	(Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction				
			(Month/Day/Year)	Director 10% Owner			
C/O VERISK ANALYTICS,			04/01/2012	X Officer (give title Other (specify			
INC., 545 WASHINGTON				below) below)			
BOULEVAR				Chairman and CEO			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
			Filed(Month/Day/Year)	Applicable Line)			
				_X_ Form filed by One Reporting Person			
IFRSFY CITY NI 07310				Form filed by More than One Reporting			

### JERSEY CITY, NJ 07310

(City)	(State)	(Zip) <b>Tab</b> l	le I - Non-I	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. Transactic Code (Instr. 8)	Fransaction(A) or Disposed of (D) Fode (Instr. 3, 4 and 5) Instr. 8)  (A) or			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 (1)	04/01/2012		A	32,574		\$ 0 (1)	399,961	D			
Class A Common Stock (2)	04/02/2012		S	2,629	D	\$ 46.69	397,332	D			
Class A Common Stock							91,740	I	Through Trust (3)		
Class A							131,903	I	Through		

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Class A Common 100,000 I Through Stock Trust  $\underline{^{(5)}}$ 

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 onDerivative Securities Acquired (A) of Disposed of (Disposed of (Instr. 3, 4, and 5)	Expiration D (Month/Day/	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (E	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Option	\$ 46.97	04/01/2012		A	111,679	<u>(7)</u>	04/01/2022	Class A Common Stock	111,679	

# **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

Chairman and CEO

## **Signatures**

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

04/04/2012

\*\*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 restricted shares of Class A Common Stock were granted under the Issuer's 2009 Equity Incentive Plan. Subject to the terms of the Issuer's 2009 Equity Incentive Plan and the applicable award agreement thereunder, these restricted shares vest in four equal installments

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on the first, second, third and fourth anniversaries of their grant date.

- (2) These shares were sold pursuant to a 10b5-1 plan.
- (3) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 1.
- (4) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 2.
- (5) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 3.
- (6) This stock option was granted under the Issuer's 2009 Equity Incentive Plan.
- (7) Subject to the terms of the Issuer's 2009 Equity Incentive Plan and the applicable award agreement thereunder, this stock option vests and becomes exercisable in four equal installments on the first, second, third and fourth anniversaries of the stock option grant date.

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.