Verisk Analytics, Inc. Form 4 July 03, 2013

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

3235-0287

Expires:

5. Relationship of Reporting Person(s) to

51,710

I

January 31, 2005

0.5

Estimated average

OMB APPROVAL

burden hours per response...

if no longer subject to Section 16. Form 4 or Form 5 obligations

may continue.

See Instruction

Check this box

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

2. Issuer Name and Ticker or Trading

1(b).

Stock (2) Class A

Common

Stock

(Print or Type Responses)

1. Name and Address of Reporting Person *

WRIGHT DAVID B			S	Symbol Verisk Analytics, Inc. [VRSK] 3. Date of Earliest Transaction (Month/Day/Year) 07/01/2013						Issuer (Check all applicable) _X_ Director 10% Owner Officer (give title below) Officer (specify below)			
	(Last) (First) (Middle) C/O VERISK ANALYTICS, INC., 545 WASHINGTON BOULEVARD												
	JERSEY CIT	(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 Form filed by More than One Reporting Person				
	(City)	Zip)	Table I - Non-Derivative Securities Acc						quired, Disposed of, or Beneficially Owned				
	1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year) Executive any (Month/		Date, if	3. Transa Code (Instr.		4. Securities nAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A) or Amount (D) Price			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)	07/01/2013			A		1,029	A	\$ 0	1,029	D		
	Class A Common	07/01/2013			A		618	A	\$ 0	1,647	D		

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

Through

Trust (3)

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

SEC 1474 (9-02)

 Γ

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. Transactic Code (Instr. 8)	5. Number on f 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)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option	\$ 60.71	07/01/2013		A	4,912	07/01/2014	07/01/2023	Class A Common Stock	4,912

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

WRIGHT DAVID B C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310

X

Signatures

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

07/03/2013

**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).
- These deferred stock units of Class A 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 to 1,029 shares of Class A Common Stock at the end of his service to the Board of the Issuer.
- The reporting person elected to receive the reported deferred stock units under the Issuer's 2013 Equity Incentive Plan as part of his annual retainer. 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 to 618 shares of Class A Common Stock at the end of his service to the Board of the Issuer.

Reporting Owners 2

Edgar Filing: Verisk Analytics, Inc. - Form 4

- (3) These shares are directly owned by the David B. Wright Living Trust.
- (4) The reporting person was awarded the reported stock options under the Issuer's 2013 Equity Incentive Plan.

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.