#### WRIGHT DAVID B

Form 4 October 08, 2009

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

OMB Number:

3235-0287

Expires:

January 31, 2005

0.5

Estimated average burden hours per

**OMB APPROVAL** 

response...

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

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

1(b).

(Print or Type Responses)

See Instruction

	1. Name and A WRIGHT D	Symbol		Ticker or Trading , Inc. [VRSK]	5. Relationship of Reporting Person(s) to Issuer					
	(Last)	(First)					(Check all applicable)			
	INC., 545 W	C/O VERISK ANALYTICS, NC., 545 WASHINGTON BOULEVARD		Day/Year) 2009		X Director Officer (give below)	title 10% below)	Owner er (specify		
		(Street)	4. If Am	endment, Da	ate Original	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person				
	JERSEY CI	ГҮ, NJ 07310	Filed(Mo	onth/Day/Year	r)					
(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned										
	1.Title of Security (Instr. 3)	2. Transaction Da (Month/Day/Year		Code	4. Securities Acquired on(A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		

Reported (A) Transaction(s) (Instr. 3 and 4) Price Code V Amount (D) Class A Common D 10/06/2009 M 50,000 150,400 A 2.48 Stock Class A Common M 8,500 158,900 D 10/06/2009 Stock Class A Common 10/06/2009  $S^{(1)}$ 58,500 D 100,400 D Stock

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

## Edgar Filing: WRIGHT DAVID B - Form 4

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)

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. Transactio Code (Instr. 8)	5. Number of orDerivative 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 Underlying Securitie (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amour or Number of Shar
Stock Option	\$ 2.48	10/06/2009		M		50,000	(3)	07/01/2012	Class A Common Stock	50,00
Stock Option	\$ 2.96	10/06/2009		M		8,500	<u>(4)</u>	07/01/2013	Class A Common Stock	8,50
Stock Option	\$ 22 (6)	10/06/2009		A	14,728		<u>(7)</u>	10/06/2019	Class A Common Stock	14,72

# **Reporting Owners**

Reporting Owner Name / Address

Director 10% Owner Officer Other

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



## **Signatures**

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

10/08/2009

\*\*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) Sale in the Issuer's initial public offering.
- (2) Public offering price.

Reporting Owners 2

## Edgar Filing: WRIGHT DAVID B - Form 4

- (3) Stock option under the Issuer's 1996 Incentive Plan. The stock option vested on 7/1/2002, 7/1/2003, and 7/1/2004.
- (4) Stock option under the Issuer's 1996 Incentive Plan. The stock option vested on 7/1/2003.
- (5) This stock option was granted in connection with the initial public offering of the Issuer under the Issuer's 2009 Equity Incentive Plan.
- (6) Public offering price.
- (7) This stock option is subject to the following vesting schedule: 3,682 shares will vest on 10/06/2010, 3,682 shares will vest on 10/06/2011, 3,682 shares will vest on 10/06/2012, and 3,682 shares will vest on 10/06/2013.

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.