

Verisk Analytics, Inc.  
Form 4  
August 04, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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 Ownership (Instr. 4)		
				Code	V	Amount				(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	

Edgar Filing: Verisk Analytics, Inc. - Form 4

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.

**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. 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

