

LISS SAMUEL G  
Form 4  
November 14, 2011

**FORM 4**

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

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
LISS SAMUEL G

(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)  
11/11/2011

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)

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	11/11/2011		M		4,185	A	\$ 12.84	29,190	D	
Class A Common Stock	11/11/2011		M		5,100	A	\$ 16.72	34,290	D	
Class A Common Stock	11/11/2011		M		5,600	A	\$ 17.84	39,890	D	
Class A	11/11/2011		M		21,750	A	\$	61,640	D	

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Common Stock						17.78		
Class A Common Stock	11/11/2011		M	4,800	A	\$ 17.78	66,440	D
Class A Common Stock	11/11/2011		M	7,364	A	\$ 22	73,804	D
Class A Common Stock	11/11/2011		S	23,032	D	\$ 37.95 (1)	50,772	D

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

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(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
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Stock Option (2)	\$ 12.84	11/11/2011		M	4,185	(3)	07/01/2016	Class A Common Stock 4,185
Stock Option (2)	\$ 16.72	11/11/2011		M	5,100	(3)	07/01/2017	Class A Common Stock 5,100
Stock Option (2)	\$ 17.84	11/11/2011		M	5,600	(3)	07/01/2018	Class A Common Stock 5,600
Stock Option (2)	\$ 17.78	11/11/2011		M	21,750	(3)	07/01/2019	Class A Common Stock 21,750
Stock Option (2)	\$ 17.78	11/11/2011		M	4,800	(3)	07/01/2019	Class A Common Stock 4,800

Stock								Class A	
Option	\$ 22	11/11/2011		M	7,364	(3)	10/06/2019	Common	7,364
(2)								Stock	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LISS SAMUEL G C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310	X			

## Signatures

/s/ Kenneth E. Thompson, Attorney-in-Fact	11/11/2011
____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).  
 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 \$37.77 to \$38.07, inclusive. 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).
  - (1) 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) Stock Options outstanding under the Issuer's 1996 Incentive Plan.
  - (3) 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.