

LISS SAMUEL G

Form 3

October 06, 2009

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

OMB APPROVAL

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**INITIAL STATEMENT OF 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 \*

Â LISS SAMUEL G

(Last) (First) (Middle)

C/O VERISK ANALYTICS,  
INC.,Â 545 WASHINGTON  
BOULEVARD

(Street)

JERSEY CITY,Â NJÂ 07310

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)

10/06/2009

3. Issuer Name and Ticker or Trading Symbol  
Verisk Analytics, Inc. [VRSK]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

(Check all applicable)

☒ Director ☐ 10% Owner  
☐ Officer ☐ Other  
(give title below) (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 Beneficially Owned**1. Title of Security  
(Instr. 4)2. Amount of Securities Beneficially Owned  
(Instr. 4)3. Ownership Form:  
Direct (D)  
or Indirect (I)  
(Instr. 5)4. Nature of Indirect Beneficial Ownership  
(Instr. 5)

Class A Common Stock

11,200

D Â

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**1. Title of Derivative Security  
(Instr. 4)2. Date Exercisable and Expiration Date  
(Month/Day/Year)3. Title and Amount of Securities Underlying Derivative Security  
(Instr. 4)

4. Conversion or Exercise Price of Derivative

5. Ownership Form of Derivative Security:

6. Nature of Indirect Beneficial Ownership  
(Instr. 5)

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	08/24/2015	Class A Common Stock	8,250	\$ 8.9	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	07/01/2016	Class A Common Stock	5,150	\$ 12.84	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	07/01/2016	Class A Common Stock	75,000	\$ 12.84	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	07/01/2017	Class A Common Stock	5,100	\$ 16.72	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	07/01/2018	Class A Common Stock	5,600	\$ 17.84	D	Â
Stock Option <sup>(1)</sup>	07/01/2010	07/01/2019	Class A Common Stock	21,750	\$ 17.78	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	07/01/2019	Class A Common Stock	4,800	\$ 17.78	D	Â

## 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,Â NJÂ 07310	Â X	Â	Â	Â

## Signatures

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

10/06/2009

    Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 5(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) Stock Options outstanding under the Issuer's 1996 Incentive Plan.

(2) Immediately

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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