

Thompson Kenneth E  
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 \*

Thompson Kenneth E  
(Last) (First) (Middle)

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

(Street)

JERSEY CITY, NJ 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  
\_\_\_\_X\_\_\_\_ Officer \_\_\_\_ Other  
(give title below) (specify below)  
SVP, Gen. Counsel & Corp. Secy

6. Individual or Joint/Group Filing (Check Applicable Line)  
\_\_\_\_X\_\_\_\_ 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)

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 Security

5. Ownership Form of Derivative Security: Direct (D)

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

Date Exercisable

Expiration Date

Title

Amount or Number of

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				Shares		or Indirect (I) (Instr. 5)	
Stock Option <sup>(1)</sup>	Â <sup>(2)</sup>	10/02/2016	Class A Common Stock	200,000	\$ 13.62	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(3)</sup>	03/01/2017	Class A Common Stock	100,000	\$ 15.1	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(4)</sup>	03/01/2018	Class A Common Stock	150,000	\$ 17.24	D	Â
Stock Option <sup>(1)</sup>	Â <sup>(5)</sup>	04/01/2019	Class A Common Stock	165,000	\$ 16.1	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Thompson Kenneth E C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY,Â NJÂ 07310	Â	Â	Â SVP, Gen. Counsel & Corp. Secy	Â

## Signatures

/s/ Kenneth E.  
Thompson

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) 150,000 shares of Class A Common Stock underlying the Stock Option are immediately exercisable. The remaining 50,000 shares underlying the Stock Option will become exercisable on 10/2/2010.

(3) 50,000 shares of Class A Common Stock underlying the Stock Option are immediately exercisable. The remaining 50,000 shares underlying the Stock Option will become exercisable as follows: 25,000 shares on 3/1/2010, and 25,000 shares 3/1/2011.

(4) 37,500 shares of Class A Common Stock underlying the Stock Option are immediately exercisable. The remaining 112,500 shares underlying the Stock Option will become exercisable as follows: 37,500 shares on 3/1/2010, 37,500 shares on 3/1/2011, and 37,500 shares on 3/1/2012.

(5) 165,000 shares of Class A Common Stock underlying the Stock Option will become exercisable as follows: 41,250 shares on 4/1/2010, 41,250 shares on 4/1/2011, 41,250 shares on 4/1/2012, and 41,250 shares on 4/1/2013.

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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