## Edgar Filing: LISS SAMUEL G - Form 4

| LISS SAMU<br>Form 4   | UEL G  |               |  |                                     |                          |   |  |  |   |  |
|---|--|---------------|--|-------------------------------------|--------------------------|---|--|--|---|--|
| October 08,   | 2009   |               |  |                                     |                          |   |  |  |   |  |
| FORM  |  |               | CECU   |                                     |                          |   |  | N.T.   | APPROVAL  |  |
|   |  | SIAIES        |  | shington,                           |                          |   | COMMISSIO  | N OMB<br>Number:   | 3235-0287   |  |
| if no lon<br>subject t<br>Section<br>Form 4                       | Check this box<br>if no longer<br>subject to<br>Section 16.<br>Form 4 or |               |  |                                     | BENEF                    | FICIAL OWNERSHIP OF                       |  |  | -   |  |
| Form 5<br>obligatio<br>may cor<br><i>See</i> Instr<br>1(b).       | ons<br>ntinue. Section 17(   | (a) of the    | Public U   | tility Hold                         | ling Cor                 |   | nge Act of 1934,<br>of 1935 or Secti<br>940  |  |   |  |
| (Print or Type  | Responses)   |               |  |                                     |                          |   |  |  |   |  |
| 1. Name and Address of Reporting Person <u>*</u><br>LISS SAMUEL G |  |               | 2. Issuer Name <b>and</b> Ticker or Trading<br>Symbol<br>Verisk Analytics, Inc. [VRSK] |                                     |                          | -   | 5. Relationship of Reporting Person(s) to Issuer   |  |   |  |
|   |  |               |  | •                                   | _                        | KSKJ                                      | (Check all applicable)   |  |   |  |
|   | SK ANALYTICS<br>VASHINGTON   | Middle)       |  | of Earliest Tr<br>Day/Year)<br>2009 | ansaction                |   | _X_ Director<br>Officer (giv<br>below)   |  | % Owner<br>her (specify   |  |
| IFRSFY C  | (Street)   |               |  | endment, Da<br>nth/Day/Year         | -                        | 1   | 6. Individual or<br>Applicable Line)<br>_X_ Form filed by<br>Form filed by   | -  | Person  |  |
|   |  | (7:)          |  |                                     |                          |   | Person   |  |   |  |
| (City)  | (State)  | (Zip)         | Tab  | le I - Non-D                        | erivative                | Securities A                              | cquired, Disposed  | of, or Beneficia   | ally Owned  |  |
| 1.Title of<br>Security<br>(Instr. 3)                              | 2. Transaction Date<br>(Month/Day/Year)                                  | Execution any | Date, if   | Transaction                         | Disposed<br>(Instr. 3, 4 | (A) or<br>of (D)                          | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |
|   |  |               |  |                                     |                          |   |  |  |   |  |
| Reminder: Re  | port on a separate line  | e for each cl | ass of sec   | urities benefi                      | -                        |   | or indirectly.   | action of  | SEC 1474  |  |
|   |  |               |  |                                     | inforn<br>requir         | nation cont<br>ed to respo<br>ys a currer | ained in this forn<br>ond unless the fo<br>ntly valid OMB co   | n are not<br>orm   | (9-02)  |  |
|   | Tab  |               |  |                                     |                          | posed of, or<br>convertible s             | Beneficially Owner<br>securities)  | d  |   |  |
| 1. Title of   | 2. 3. Trans  | saction Date  | e 3A. Dee  | emed                                | 4.                       | 5. Number                                 | of 6. Date Exerci  | isable and   | 7. Title and Amount of  |  |

Derivative Conversion (Month/Day/Year) Execution Date, if TransactionDerivative

1

Underlying Securities D

Expiration Date

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| Security<br>(Instr. 3) | or Exercise<br>Price of<br>Derivative<br>Security |            | any<br>(Month/Day/Year) | Code<br>(Instr. 8) | Securities<br>Acquired (A)<br>or Disposed<br>(D)<br>(Instr. 3, 4,<br>and 5) |                        | /Year)             | (Instr. 3 and              | 4)                                  | : |
|------------------------|---|------------|-------------------------|--------------------|---|------------------------|--------------------|----------------------------|-------------------------------------|---|
|                        |   |            |                         | Code V             | (A) (I  | D) Date<br>Exercisable | Expiration<br>Date | Title                      | Amount<br>or<br>Number<br>of Shares |   |
| Stock<br>Option        | \$ 22 <u>(2)</u>                                  | 10/06/2009 |                         | А                  | 14,728  | (3)                    | 10/06/2019         | Class A<br>Common<br>Stock | 14,728                              |   |

## **Reporting Owners**

| Reporting Owner Name / Address   |          | Relationsh |         |       |
|--|----------|------------|---------|-------|
|  | Director | 10% Owner  | Officer | Other |
| LISS SAMUEL G<br>C/O VERISK ANALYTICS INC<br>545 WASHINGTON BOULEVARD<br>JERSEY CITY, NJ 07310 | Х        |            |         |       |
| Signatures   |          |            |         |       |
| /s/ Kenneth E. Thompson,<br>Attorney-in-Fact   |          | 10/08/2009 |         |       |
| **Signature of Reporting Person  |          | Date       |         |       |
| Evalenation of Deene   |          | _          |         |       |

## **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) This stock option was granted in connection with the initial public offering of the Issuer under the Issuer's 2009 Equity Incentive Plan.
- (2) Public offering price.
- (3) 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.

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