DELL GLEN A Form 4 October 08, 2009

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

OMB APPROVAL

3235-0287

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if no longer subject to Section 16. Form 4 or Form 5 obligations may continue.

See Instruction

Check this box

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(b).

1. Name and Address of Reporting Person * **DELL GLEN A**

(First)

(Street)

(State)

2. Issuer Name and Ticker or Trading Symbol

Verisk Analytics, Inc. [VRSK]

5. Relationship of Reporting Person(s) to

Issuer

(Last)

(Middle)

3. Date of Earliest Transaction

(Check all applicable)

C/O VERISK ANALYTICS, INC, 545 WASHINGTON

BOULEVARD

(City)

(Month/Day/Year) 10/06/2009

X_ Director 10% Owner Other (specify Officer (give title

(Zip)

4. If Amendment, Date Original

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

Filed(Month/Day/Year)

X Form filed by One Reporting Person Form filed by More than One Reporting

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

JERSEY CITY, NJ 07310-1686

		Table 1 - Non-Derivative Securities Acquired, Disposed of, of Deficiently Owned								
1.Title of	2. Transaction Date		3.	4. Securit			5. Amount of	6. Ownership		
Security (Instr. 3)	(Month/Day/Year)	Execution Date, if any	Transaction Code	ransaction(A) or Disposed of ode (D)			Securities Beneficially	Form: Direct (D) or	Indirect Beneficial	
(======================================		(Month/Day/Year)	(Instr. 8)	(Instr. 3, 4 and 5)			Owned	Indirect (I)	Ownership	
							Following	(Instr. 4)	(Instr. 4)	
					(A) or		Reported Transaction(s)			
			Code V	Amount	(D)	Price	(Instr. 3 and 4)			
Class A Common Stock	10/06/2009		S <u>(1)</u>	68,600	D	\$ 22 (2)	347,900	D		
Class A Common Stock	10/06/2009		S <u>(1)</u>	61,800	D	\$ 22 (2)	43,450	I	Through trust (3)	

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

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number.

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. Transactic Code (Instr. 8)	5. Number of orDerivative 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)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option	\$ 22 (5)	10/06/2009		A	14,728	<u>(6)</u>	10/06/2019	Class A Common Stock	14,728

Reporting Owners

Reporting Owner Name / Address

Director 10% Owner Officer Other

DELL GLEN A

C/O VERISK ANALYTICS, INC
545 WASHINGTON BOULEVARD
JERSEY CITY, NJ 07310-1686

Signatures

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

10/08/2009 Date

**Signature of Reporting Person

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) Sale in the Issuer's initial public offering.
- (2) Public offering price.
- (3) These shares are owned by the Barbara M. Dell GST Family Trust, of which Mr. Dell is the trustee. Mr. Dell disclaims beneficial ownership of any shares beneficially owned by the trust except to the extent of his pecuniary interest therein.
- (4) This stock option was granted in connection with the initial public offering of the Issuer under the Issuer's 2009 Equity Incentive Plan.
- (5) Public offering price.
- (6) This stock option is subject to the following vesting schedule: 3,682 shares will vest on 10/6/2010, 3,682 shares will vest on 10/6/2011, 3,682 shares will vest on 10/6/2012, and 3,682 shares will vest on 10/6/2013.

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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