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LISS SAM Form 4	UEL G										
July 06, 20	ЛЛ								PPROVAL		
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION								ONID	3235-0287		
if no lo	Washington, D.C. 20549 Check this box if no longer subject to STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP O				WNERSHIP OF	Number: Expires:	January 31, 2005				
subject to Section 16.SECURITIESEstimated average burden hours per responseForm 4 or Form 5Filed 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 1940Estimated average burden hours per responseSee Instruction 1(b).30(h) of the Investment Company Act of 1940Section 1940							urs per				
(Print or Type	e Responses)										
1. Name and Address of Reporting Person <u>*</u> LISS SAMUEL G			2. Issuer Name and Ticker or Trading Symbol Verisk Analytics, Inc. [VRSK]			5. Relationship of Reporting Person(s) to Issuer					
(Last)				3. Date of Earliest Transaction			(Check all applicable)				
	SK ANALYTICS WASHINGTON ARD	,	(Month/ 07/01/2	Day/Year) 2010			X Director Officer (give below)		% Owner her (specify		
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 					
JERSEY C	CITY, NJ 07310						Person	viore man One R	eporting		
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivative	Securities A	Acquired, Disposed o	f, or Beneficia	lly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Execution any	Date, if	Code (Instr. 8)	4. Securi onAcquired Disposed (Instr. 3, Amount	(A) or of (D)	Securities D Beneficially (Owned (Following (Reported Transaction(s) (Instr. 3 and 4)	5. Ownership Form: Direct D) or Indirect I) Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Reminder: Re	eport on a separate line	e for each cl	ass of sec	urities bene	ficially ow	ned directly	or indirectly.				
					inforr requi	nation con red to resp ays a curre	spond to the collec tained in this form ond unless the for ntly valid OMB cor	are not m	SEC 1474 (9-02)		
	Tab					sposed of, or convertible	Beneficially Owned securities)				
		saction Date /Day/Year)			4. Transact	5. NumberiorDerivative			7. Title and Amount of Underlying Securities		

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Security (Instr. 3)	or Exercise Price of Derivative Security		any Code Securities (Month/Day/Year) (Instr. 8) Acquired (A) or Disposed (D) (Instr. 3, 4, and 5)		(Month/Day/Y	′ear)	(Instr. 3 and 4)		
				Code V	(A) (D) Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (1)	\$ 30.2	07/01/2010		А	13,812	07/01/2011	07/01/2020	Class A Common Stock	13,812
Stock Option (2)	\$ 30.2	07/01/2010		А	3,039	07/01/2010	07/01/2020	Class A Common Stock	3,039

Reporting Owners

Reporting Owner Name / Address				
	Director	10% Owner	Officer	Other
LISS SAMUEL G C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310	Х			
Signatures				
/s/ Kenneth E. Thompson, Attorney-in-Fact		07/06/2010		

<u>**</u>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).
- (1) The reporting person was awarded the reported stock options under the Issuer's 2009 Equity Incentive Plan.
- (2) The reporting person elected to receive the reported stock options under the Issuer's 2009 Equity Incentive Plan as part of his annual retainer.

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.