Verisk Analytics, Inc. Form 4 June 06, 2016

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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Expires:

January 31, 2005

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response...

subject to Section 16. Form 4 or Form 5 obligations may continue.

See Instruction

Check this box

if no longer

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

1(b).

(Last)

BOULEVARD

(City)

(Print or Type Responses)

1. Name and Address of Reporting Person * McCarthy Vincent de P.

(First)

(State)

(Middle)

(Zip)

2. Issuer Name and Ticker or Trading Symbol

Verisk Analytics, Inc. [VRSK]

3. Date of Earliest Transaction (Month/Day/Year) 06/06/2016

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

SVP, Corp Dev & Strategy

(Street) 4. If Amendment, Date Original

Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check

Applicable Line)

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

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

JERSEY CITY, NJ 07310

C/O VERISK ANALYTICS.

INC.. 545 WASHINGTON

		Table 1-1001-Derivative Securities Acquired, Disposed 61, 61 Denerically Owned							
1.Title of Security	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if	3. 4. Securities Acquired Transaction(A) or Disposed of (D)			•	5. Amount of Securities	6. Ownership Form: Direct	
(Instr. 3)	(Month/Day/Tear)	,	Code (Instr. 3, 4 and 5)			` ′	Beneficially	(D) or	Beneficial
(IIISu. 3)		any		, ,			•	` '	
		(Month/Day/Year)	(Instr. 8)	tr. 8)			Owned	Indirect (I)	Ownership
							Following	(Instr. 4)	(Instr. 4)
					(A)		Reported		
					or		Transaction(s)		
			Code V	Amount		Price	(Instr. 3 and 4)		
Common Stock	06/06/2016		M	2,400	A	\$ 22	34,349	D	
						\$			
Common Stock	06/06/2016		S	2,400	D	80.05 (1)	31,949	D	

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

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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. Transacti Code (Instr. 8)	5. Number of Derivative 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	06/06/2016		M	2,400	(3)	10/06/2019	Common Stock	2,400

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

McCarthy Vincent de P. C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310

SVP, Corp Dev & Strategy

8. I De Sec (In

Signatures

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

06/06/2016

**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).
- These shares were sold pursuant to a 10b5-1 plan that Mr. McCarthy entered into on September 15, 2015. This sale price is a weighted average sale price that represents the sale of these shares of Common Stock at prices ranging from \$80.00 to \$80.08, inclusive. The reporting person undertakes to provide upon request by the SEC staff, the Issuer or any security holder of the Issuer, full information regarding the number of shares of Common Stock sold at each separate price within the ranges set forth in this footnote (1).
- (2) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.
- (3) Immediately.

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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