

ROTHKOPF ARTHUR J
Form 4
May 13, 2010

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN 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 *
ROTHKOPF ARTHUR J

(Last) (First) (Middle)

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

(Street)

JERSEY CITY, NJ 07310

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
Verisk Analytics, Inc. [VRSK]

3. Date of Earliest Transaction
(Month/Day/Year)
05/11/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

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

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

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction(A) or Disposed of (D) Code | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | |
|---------------------------------|--------------------------------------|--|---|---|--------|---|--|---|------------|-------|
| | | | Code | V | Amount | | | | (A) or (D) | Price |
| Class A Common Stock | 05/11/2010 | | M | | 25,000 | A | \$ 4.8 | 25,000 | D | |
| Class A Common Stock | 05/11/2010 | | M | | 26,050 | A | \$ 16.72 | 51,050 | D | |
| Class A Common Stock | 05/11/2010 | | M | | 27,950 | A | \$ 17.84 | 79,000 | D | |
| Class A Common Stock | 05/11/2010 | | S | | 79,000 | D | \$ 0 | 0 | D | |

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| | | | | |
|----------------------|---------------------|---------|---|--------------------------|
| Common Stock | 28.11 <u>(2)</u> | | | |
| Class A Common Stock | | 420,750 | I | Through trust <u>(3)</u> |

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474
(9-02)

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. Transaction 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) | Amount or Number of Shares | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|--------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | |
| Stock Option <u>(1)</u> | \$ 4.8 | 05/11/2010 | | M | | 25,000 | 06/16/2005 06/16/2014 | Class A Common Stock | 25,000 |
| Stock Option <u>(1)</u> | \$ 16.72 | 05/11/2010 | | M | | 26,050 | 07/01/2008 07/01/2017 | Class A Common Stock | 26,050 |
| Stock Option <u>(1)</u> | \$ 17.84 | 05/11/2010 | | M | | 27,950 | 07/01/2009 07/01/2018 | Class A Common Stock | 27,950 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| ROTHKOPF ARTHUR J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310 | X | | | |

Signatures

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

05/13/2010

__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) Stock options under the Issuer's 1996 Incentive Plan.

This sale price is a weighted average sale price that represents the sale of these shares of Class A Common Stock at prices ranging from

- (2) \$28.00 to \$28.40. 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 Class A Common Stock sold at each separate price.

These shares of Class A Common Stock are owned by the Arthur J. Rothkopf Revocable Trust, of which Mr. Rothkopf is one of the

- (3) trustees. Mr. Rothkopf disclaims beneficial ownership of any shares beneficially owned by the trust except to the extent of his pecuniary interest therein.

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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