

DELL GLEN A  
Form 4  
October 08, 2009

**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 \*  
DELL GLEN A

(Last) (First) (Middle)

C/O VERISK ANALYTICS,  
INC, 545 WASHINGTON  
BOULEVARD

(Street)

JERSEY CITY, NJ 07310-1686

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/06/2009

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 Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	10/06/2009		S(1)		68,600	D	\$ 22 (2) 347,900
Class A Common Stock	10/06/2009		S(1)		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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SEC 1474 (9-02)

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. 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)	8. Amount or Number of Shares
Stock Option <sup>(4)</sup>	\$ 22 <sup>(5)</sup>	10/06/2009		A	14,728	<sup>(6)</sup> 10/06/2019	Class A Common Stock	14,728

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DELL GLEN A C/O VERISK ANALYTICS, INC 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310-1686		X		

## Signatures

/s/ Kenneth E. Thompson,  
Attorney-in-Fact  
10/08/2009

\_\_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) 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.