

BANFIELD CAROLE J
Form 4
October 05, 2010

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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 *
BANFIELD CAROLE J

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
10/01/2010

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP-Info Svc and GovtRelations

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

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

JERSEY CITY, NJ 07310

(City) (State) (Zip)

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount | (D) | Price |
| Class A Common Stock | 10/01/2010 | | M | | 17,500 | A | \$ 8.74 610,550 |
| Class A Common Stock | 10/01/2010 | | M | | 32,500 | A | \$ 11.34 643,050 |
| Class A Common Stock | 10/01/2010 | | M | | 27,500 | A | \$ 15.1 670,550 |
| Class A Common Stock | 10/01/2010 | | M | | 27,500 | A | \$ 698,050 |

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| | | | | | | | |
|----------------------|------------|--|------------------|---------|---|------------|-----------|
| Common Stock | | | | | | 17.24 | |
| Class A Common Stock | 10/01/2010 | | M | 15,000 | A | \$ 16.1 | 713,050 D |
| Class A Common Stock | 10/01/2010 | | S ⁽¹⁾ | 175,322 | D | \$ 27.25 | 537,728 D |
| | | | | | | <u>(2)</u> | |

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

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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) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Option <u>(3)</u> | \$ 8.74 | 10/01/2010 | | M | 17,500 | <u>(4)</u> 03/01/2015 | Class A Common Stock | 17,500 |
| Stock Option <u>(3)</u> | \$ 11.34 | 10/01/2010 | | M | 32,500 | <u>(5)</u> 03/01/2016 | Class A Common Stock | 32,500 |
| Stock Option <u>(3)</u> | \$ 15.1 | 10/01/2010 | | M | 27,500 | <u>(6)</u> 03/01/2017 | Class A Common Stock | 27,500 |
| Stock Option <u>(3)</u> | \$ 17.24 | 10/01/2010 | | M | 27,500 | <u>(7)</u> 03/01/2018 | Class A Common Stock | 27,500 |
| Stock Option <u>(3)</u> | \$ 16.1 | 10/01/2010 | | M | 15,000 | <u>(8)</u> 04/01/2019 | Class A Common Stock | 15,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| BANFIELD CAROLE J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310 | | | EVP-Info Svc and GovtRelations | |

Signatures

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

10/05/2010

__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) Sale in the Issuer's public offering.

(2) Public offering price.

(3) Stock Options outstanding under the Issuer's 1996 Incentive Plan.

(4) Immediately.

(5) 16,250 shares of Class A Common Stock underlying the Stock Option were immediately exercisable. The remaining 16,250 shares underlying the Stock Option became exercisable on 3/1/2010.

(6) 13,750 shares of Class A Common Stock underlying the Stock Option were immediately exercisable and 13,750 shares of Class A Common Stock underlying the Stock Option became exercisable on 3/1/2010. The remaining 13,750 shares underlying the Stock Option will become exercisable on 3/1/2011.

(7) 13,750 shares of Class A Common Stock underlying the Stock Option were immediately exercisable and 13,750 shares of Class A Common Stock underlying the Stock Option became exercisable on 3/1/2010. The remaining 27,500 shares underlying the Stock Option will become exercisable as follows: 13,750 shares on 3/1/2011, and 13,750 shares on 3/1/2012.

(8) 15,000 shares of Class A Common Stock underlying the Stock Option became exercisable on 4/1/2010. The remaining 45,000 shares underlying the Stock Option will become exercisable as follows: 15,000 shares on 4/1/2011, 15,000 shares on 4/1/2012, and 15,000 shares on 4/1/2013.

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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