## Edgar Filing: Verisk Analytics, Inc. - Form 4

Verisk Anal Form 4	ytics, Inc.										
January 06,	2014										
FORM	14 UNITED	STATES	SECUL	DITIES A	ND FY(	<b>`H</b> A	NCF C	OMMISSION		PROVAL	
UNITED STATES SECUR				RITIES AND EXCHANGE COMMISSION shington, D.C. 20549					OMB Number:	3235-0287	
Check this box if no longer subject to Section 16. Form 4 or		/IENT OI		Expires: Estimated a burden hour response							
Form 5 obligation may con <i>See</i> Instr 1(b).	tinue. Section 17	(a) of the l	Public U		ling Com	ipany	Act of	e Act of 1934, 1935 or Sectior 0			
(Print or Type	Responses)										
Coyne Frank J Symbol			r Name <b>and</b> Ticker or Trading Analytics, Inc. [VRSK]				5. Relationship of Reporting Person(s) to Issuer				
				f Earliest Transaction				(Check all applicable)			
	SK ANALYTICS WASHINGTON JRD	,	(Month/I 01/06/2	-				X Director Officer (give t below)		Owner r (specify	
	(Street)			endment, Da nth/Day/Year	-			6. Individual or Joi Applicable Line) _X_ Form filed by O			
JERSEY C	ITY, NJ 07310							Form filed by M Person	ore than One Re	porting	
(City)	(State)	(Zip)	Tab	le I - Non-D	Derivative S	Securi	ties Acqu	uired, Disposed of,	or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		n Date, if	3. Transactio Code (Instr. 8) Code V	Transactior(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A) or (A) Or (A) Or (A) (A) (A) (A) (A) (A) (A) (A)			Ownership Form: Direct	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Class A Common Stock	01/06/2014			М	43,464	A	\$ 46.97	145,355	D		
Class A Common Stock	01/06/2014			S	35,700	D	\$ 64.07 (1)	109,655	D		
Class A Common Stock	01/06/2014			S	7,764	D	\$ 64.9 (2)	101,891	D		
Class A								106,644	Ι	Through	

Common Stock			trust $(3)$
Class A Common Stock	106,644	Ι	Through trust (4)
Class A Common Stock	127,115	Ι	Through trust (5)

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.

## 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. Transactio Code (Instr. 8)	5. Number of ionDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		orDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4,		Derivative Expiration Date (Month/Day/Year) Acquired (A) or Disposed of D) Instr. 3, 4,		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8 I S (
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Stock Option	\$ 46.97	01/06/2014		М	2	43,464	(7)	04/01/2022	Class A Common Stock	43,464			

## **Reporting Owners**

Reporting Owner Name / Address	Relationships					
Fg	Director	10% Owner	Officer	Other		
Coyne Frank J C/O VERISK ANALYTICS, INC. 545 WASHINGTON BOULEVARD JERSEY CITY, NJ 07310	Х					
Signatures						
/s/ Kenneth E. Thompson, Attorney-in-Fact		01/06/2014				
****						

\*\*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).

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 \$63.66 to \$64.66, inclusive. These shares were sold pursuant to a 10b5-1 plan. The reporting person undertakes to provide upon request

 (1) solve to solve to solve solve solve solve a robust plan. 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 within the ranges set forth in this footnote (1).

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 \$64.67 to \$65.29, inclusive. These shares were sold pursuant to a 10b5-1 plan. 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

- (3) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 4.
- (4) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 5.
- (5) These shares of Class A Common Stock are held directly by the Frank J. Coyne Grantor Retained Annuity Trust 6.
- (6) Stock Options outstanding under the Issuer's 2009 Equity Incentive Plan.

Stock sold at each separate price within the ranges set forth in this footnote (2).

(7) 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.