

ServiceNow, Inc.
Form 4
August 05, 2013

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 *
LUDDY FREDERIC B

(Last) (First) (Middle)

C/O SERVICENOW, INC., 4810
EASTGATE MALL

(Street)

SAN DIEGO, CA 92121

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
ServiceNow, Inc. [NOW]

3. Date of Earliest Transaction
(Month/Day/Year)
08/01/2013

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)

CHIEF PRODUCT OFFICER

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(D)	Price
Common Stock					9,329,138	D	
Common Stock					129,000	I	by Spouse
Common Stock	08/01/2013		S ⁽¹⁾		2,700	D	\$ 43.1744
					<u>(2)</u>		<u>(3)</u>
					127,300	I	by Spouse's Trust
Common Stock	08/01/2013		S ⁽¹⁾		21,800	D	\$ 44.3762
					<u>(2)</u>		<u>(4)</u>
					105,500	I	by Spouse's Trust
	08/01/2013		S ⁽¹⁾			D	96,728

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Common Stock				8,772 (2)		\$ 44.9662 (5)				by Spouse's Trust
Common Stock	08/01/2013		S(1)	4,228 (2)	D	\$ 46.2123 (6)	92,500	I		by Spouse's Trust
Common Stock	08/01/2013		S(1)	2,500 (2)	D	\$ 47.1138 (7)	90,000	I		by Spouse's Trust
Common Stock	08/01/2013		S(1)	3,900 (2)	D	\$ 43.2874 (8)	1,201,100	I		by Luddy Family Dynasty Trust LLC
Common Stock	08/01/2013		S(1)	26,035 (2)	D	\$ 44.4345 (9)	1,175,065	I		by Luddy Family Dynasty Trust LLC
Common Stock	08/01/2013		S(1)	7,700 (2)	D	\$ 45.0595 (10)	1,167,365	I		by Luddy Family Dynasty Trust LLC
Common Stock	08/01/2013		S(1)	4,865 (2)	D	\$ 46.2681 (11)	1,162,500	I		by Luddy Family Dynasty Trust LLC
Common Stock	08/01/2013		S(1)	2,500 (2)	D	\$ 47.1506 (12)	1,160,000	I		by Luddy Family Dynasty Trust LLC

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

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(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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying	8. Price of Derivative Security	9. Nu Deriv Secur
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Exchange Commission, the Issuer, or a security holder of the Issuer.

(9) Represents the weighted average sales price per share. The shares sold at prices ranging from \$43.84 to \$44.82 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.

(10) Represents the weighted average sales price per share. The shares sold at prices ranging from \$44.85 to \$45.76 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.

(11) Represents the weighted average sales price per share. The shares sold at prices ranging from \$45.86 to \$46.77 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.

(12) Represents the weighted average sales price per share. The shares sold at prices ranging from \$46.89 to \$47.43 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.

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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