

ServiceNow, Inc.  
Form 4  
August 05, 2013

**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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 <sup>(1)</sup>	<u>(2)</u> 2,700 \$ 43.1744	127,300	I	by Spouse's Trust
Common Stock	08/01/2013		S <sup>(1)</sup>	<u>(2)</u> 21,800 \$ 44.3762	105,500	I	by Spouse's Trust
	08/01/2013		S <sup>(1)</sup>		96,728	I	

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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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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	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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