

ServiceNow, Inc.  
Form 4  
September 11, 2014

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
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)  
09/09/2014

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 or Price		
			(1)	(2)	(3)		
Common Stock	09/09/2014		S		26,157	D	
					\$ 62.661		
					(2)		
					(3)		
					475,430		
Common Stock	09/09/2014		S		23,843	D	
					\$		
					63.2269		
					(2)		
					(4)		
					451,587		
Common Stock	09/09/2014		S		1,200	D	by Spouse
					\$		
					62.8791		
					(2)		
					(5)		
					46,000	I	
Common Stock	09/09/2014		S		200	D	by Spouse
					\$ 63.545		
					(2)		
					(6)		
					45,800	I	
	09/10/2014		S			D	
					404,953		

Edgar Filing: ServiceNow, Inc. - Form 4

Common Stock				46,634 (2)		\$ 62.057 (7)			
Common Stock	09/10/2014		S(1)	3,366 (2)	D	\$ 62.5719 (8)	401,587	D	
Common Stock	09/11/2014		S(1)	27,531 (2)	D	\$ 62.2869 (9)	222,469	I	by Frederic B. Luddy CRT, LLC
Common Stock	09/11/2014		S(1)	22,469 (2)	D	\$ 62.9676 (10)	200,000	I	by Frederic B. Luddy CRT, LLC
Common Stock							980,000	I	by Luddy Family Dynasty Trust LLC
Common Stock							50,000	I	by Spouse's Trust
Common Stock							6,612,838	I	by Frederic B. Luddy Family Trust

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.**

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. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6)
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	---



## Edgar Filing: ServiceNow, Inc. - Form 4

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.