Slootman Frank Form 4 April 29, 2013

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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OMB APPROVAL

if no longer subject to Section 16. Form 4 or Form 5 obligations may continue.

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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

1(b).

(Print or Type Responses)

See Instruction

1. Name and Address of Reporting Person * 5. Relationship of Reporting Person(s) to 2. Issuer Name and Ticker or Trading Slootman Frank Issuer Symbol ServiceNow, Inc. [NOW] (Check all applicable) (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) _X__ Director 10% Owner X_ Officer (give title _ Other (specify C/O SERVICENOW, INC., 4810 04/25/2013 below) **EASTGATE MALL** PRESIDENT & CEO (Street) 4. If Amendment, Date Original 6. Individual or Joint/Group Filing(Check Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting SAN DIEGO, CA 92121 Person

(City)	(State)	(Zip) Ta	ble I - Non	-Derivativ	e Secu	ırities Acqui	red, Disposed of	, or Beneficia	ally 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. Securit or Dispos (Instr. 3, 4	ed of	` '	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)
Common Stock	04/25/2013		M <u>(1)</u>	30,000	A	\$ 2.6	30,000	D	
Common Stock	04/25/2013		S(1)	30,000	D	\$ 40	0	D	
Common Stock	04/26/2013		M <u>(1)</u>	70,000	A	\$ 2.6	70,000	D	
Common Stock	04/26/2013		S <u>(1)</u>	70,000 (2)	D	\$ 42.4399 (3)	0	D	
Common Stock							100,000	I	By Frank Slootman

							and Brenda L. Slootman	
							as Co-Trustee of the Slootman Living Trust, dtd 09/08/99	S
				3	37,500	I	of the CRB	
				3	37,500	I	of the TJB	
arate line for each class	of securities benefic	ially owned	directly o	r indire	ectly			
		Persons informat required displays	who res ion conta to respo a curren	pond ained ond ur	to the collect in this form lless the for	are not m	SEC 1474 (9-02)	
or Exercise any			Securitie Acquired or Dispos (D)	re s l(A) sed of	Expiration D	ate	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
		Code V	(A) ((D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
	Table II - Derivat (e.g., pu 3. Transaction Date (Month/Day/Year)	Table II - Derivative Securities Acqui (e.g., puts, calls, warrants, of 3. Transaction Date 3A. Deemed (Month/Day/Year) Execution Date, if	Persons informat required displays number. Table II - Derivative Securities Acquired, Dispose (e.g., puts, calls, warrants, options, constant (Month/Day/Year)	Persons who res information contarequired to respondisplays a current number. Table II - Derivative Securities Acquired, Disposed of, or legality, puts, calls, warrants, options, convertible so a securitie of the securities of	arate line for each class of securities beneficially owned directly or indire Persons who respond information contained required to respond ur displays a currently vanumber. Table II - Derivative Securities Acquired, Disposed of, or Benefice.g., puts, calls, warrants, options, convertible securities and (Month/Day/Year) Execution Date, if TransactionDerivative any (Month/Day/Year) (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	information contained in this form required to respond unless the form displays a currently valid OMB cornumber. Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 3. Transaction Date 3A. Deemed 4. 5. Number of (Month/Day/Year) Execution Date, if Transaction Derivative Expiration Date any Code Securities (Month/Day/Year) (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) Date Exercisable	arate 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) 3. Transaction Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) (Code Securities (Month/Day/Year) (Instr. 3, 4, and 5) Date Expiration Date Excretiable Date Expiration Date (D) (D) (Instr. 3, 4, and 5)	Arrate line for each class of securities beneficially owned directly or indirectly. Arrate line for each class of securities beneficially owned directly or indirectly. SEC 1474

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Employee Stock Option (Right to Buy)	\$ 2.6	04/25/2013	M <u>(1)</u>	30,000	(4)(5)	05/05/2021	Common Stock	30,000
Employee Stock Option (Right to Buy)	\$ 2.6	04/26/2013	M <u>(1)</u>	70,000	(4)(5)	05/05/2021	Common Stock	70,000

Reporting Owners

Reporting Owner Name / Address	Relationships						
noporous o water runte / runte oo	Director	10% Owner	Officer	Other			
Slootman Frank C/O SERVICENOW, INC. 4810 EASTGATE MALL SAN DIEGO, CA 92121	X		PRESIDENT & CEO				

Signatures

/s/ Frank Slootman by Ethan Christensen,
Attorney-in-Fact
04/29/2013

**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) The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.
- (2) Represents the aggregate of sales effected on the same day at different prices pursuant to the 10b5-1 trading plan noted in footnote (1).
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$42.14 to \$42.75 per share. Full information (3) regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange
- (3) 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.
- (4) Immediately exercisable.
- (5) The stock option grant vested as to 1/4th of the total number of shares on May 2, 2012 and thereafter shall vest as to 1/48th of the total number of shares in equal monthly installments.

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.

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