

Sloodman Frank
 Form 4
 February 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 *
 Sloodman Frank

(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)
 02/01/2013

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)
 PRESIDENT & CEO

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 (A) or (D) Price | | |
| Common Stock | 02/01/2013 | | M ⁽¹⁾ | | 20,000 A \$ 2.6 | 20,000 | D |
| Common Stock | 02/01/2013 | | S ⁽¹⁾ | | 300 ⁽²⁾ D \$ 26.485 ⁽³⁾ | 19,700 | D |
| Common Stock | 02/01/2013 | | S ⁽¹⁾ | | 6,100 ⁽²⁾ D \$ 27.5044 ⁽⁴⁾ | 13,600 | D |
| Common Stock | 02/01/2013 | | S ⁽¹⁾ | | 13,600 ⁽²⁾ D \$ 28.1561 ⁽⁵⁾ | 0 | D |
| | | | | | | 100,000 | I |

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| | | | | | | |
|-----------------|--|--------|--|---|--|--|
| Common Stock | | | | | | By Frank Slooman and Brenda L. Slooman, as Co-Trustees of the Slooman Living Trust, dtd 09/08/99 |
| Common Stock | | 50,000 | | I | | By Frank Slooman and Brenda L. Slooman, as Co-Trustees of the CRB Irrevocable Trust, dtd 08/05/11 |
| Common Stock | | 50,000 | | I | | By Frank Slooman and Brenda L. Slooman, as Co-Trustees of the TJB Irrevocable Trust, dtd 08/05/11 |

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.

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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) |
|---|--|---|---|--------------------------------------|--|--|---|
| | | | | Code V | (A) (D) | | Title |

