ServiceNow, Inc. Form 4 July 23, 2014

FORM 4

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

OMB APPROVAL OMB

Check this box STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

3235-0287 Number: January 31, Expires: 2005

if no longer subject to Section 16. Form 4 or

SECURITIES

Estimated average burden hours per response... 0.5

Form 5 obligations may continue. See Instruction

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)

1. Name and Address of Reporting Person * LUDDY FREDERIC B			2. Issuer Name and Ticker or Trading Symbol ServiceNow, Inc. [NOW]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	(Check all applicable)			
			(Month/Day/Year)	X Director 10% Owner			
C/O SERVICI	ENOW, IN	C., 4810	07/21/2014	X Officer (give title Other (specify			
EASTGATE N	MALL			below) below) CHIEF PRODUCT OFFICER			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
			Filed(Month/Day/Year)	Applicable Line)			
SAN DIEGO,	CA 92121			_X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			

(City) (State) (Zip) 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. Securit order Dispos (Instr. 3,	ed of	` ′	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code V	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)	(I) (Instr. 4)		
Common Stock	07/21/2014		S <u>(1)</u>	6,700 (2)	D	\$ 57.2767 (3)	694,887	D		
Common Stock	07/21/2014		S <u>(1)</u>	28,300 (2)	D	\$ 58.1961 (4)	666,587	D		
Common Stock	07/21/2014		S <u>(1)</u>	15,000 (2)	D	\$ 58.8863 (5)	651,587	D		
Common Stock	07/21/2014		S <u>(1)</u>	200 (2)	D	\$ 57.2 (6)	49,800	I	by Spouse	

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Common Stock	07/21/2014	S <u>(1)</u>	1,100 (2)	D	\$ 58.35 (7)	48,700	I	by Spouse
Common Stock	07/21/2014	S <u>(1)</u>	100	D	\$ 58.955	48,600	I	by Spouse
Common Stock	07/22/2014	S(1)	33,001 (2)	D	\$ 58.844 (8)	618,586	D	
Common Stock	07/22/2014	S <u>(1)</u>	16,999 (2)	D	\$ 59.8209 (9)	601,587	D	
Common Stock	07/23/2014	S(1)	47,800 (2)	D	\$ 58.2799 (10)	302,200	I	by Frederic B. Luddy CRT, LLC
Common Stock	07/23/2014	S(1)	2,200 (2)	D	\$ 59.0064 (11)	300,000	I	by Frederic B. Luddy CRT, LLC
Common Stock						1,025,000	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.

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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	2. Conversion	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if	4. Transactio	5. orNumber	6. Date Exercisable and Expiration Date	7. Title and Amount of	8. Price of Derivative	
Security	or Exercise		any	Code	of	(Month/Day/Year)	Underlying	Security	Secui
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e	Securities	(Instr. 5)	Bene
	Derivative				Securities	3	(Instr. 3 and 4)		Own

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Security Acquired (A) or Disposed of (D)

(Instr. 3, 4, and 5)

Code V (A) (D) Date

Exercisable

Expiration Title Amount Date

or Number

of Shares

Reporting Owners

Relationships Reporting Owner Name / Address

> 10% Owner Other Director Officer

LUDDY FREDERIC B C/O SERVICENOW, INC. 4810 EASTGATE MALL SAN DIEGO, CA 92121

X

CHIEF PRODUCT OFFICER

Signatures

/s/ Frederic B. Luddy by Ethan Christensen, Attorney-in-Fact

07/23/2014

**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.
- Represents the aggregate of sales effected on the same day at different prices pursuant to the 10b5-1 trading plan noted in footnote (1). **(2)**
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$56.72 to \$57.71 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 **(3)** Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$57.72 to \$58.71 per share. Full **(4)** 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.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$58.72 to \$59.03 per share. Full **(5)** 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.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$56.89 to \$57.51 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 **(6)** Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$57.95 to \$58.90 per share. Full **(7)** 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.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$58.37 to \$59.36 per share. Full **(8)** 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.

Reporting Owners 3

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- Represents the weighted average sales price per share. The shares sold at prices ranging from \$59.37 to \$60.23 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.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$57.89 to \$58.84 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.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$58.89 to \$59.13 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. 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.