

ServiceNow, Inc.
Form 4
March 06, 2014

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 *
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)
03/04/2014

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		
Common Stock	03/04/2014		S(1)	(2)	\$ 9,600 69.2919 (3)	7,710,339	D
Common Stock	03/04/2014		S(1)	(2)	\$ 24,908 70.5587 (4)	7,685,431	D
Common Stock	03/04/2014		S(1)	(2)	\$ 15,492 71.0101 (5)	7,669,939	D
Common Stock	03/04/2014		S(1)	(2)	\$ 300 69.2067	55,300	I by Spouse

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Common Stock	03/04/2014	S ⁽¹⁾	1,000 <u>(2)</u>	D	\$ 70.715 <u>(7)</u>	54,300	I		by Spouse
Common Stock	03/04/2014	S ⁽¹⁾	100	D	\$ 71.18	54,200	I		by Spouse
Common Stock	03/05/2014	S ⁽¹⁾	28,376 <u>(2)</u>	D	\$ 70.2024 <u>(8)</u>	7,641,563	D		
Common Stock	03/05/2014	S ⁽¹⁾	21,624 <u>(2)</u>	D	\$ 70.9977 <u>(9)</u>	7,619,939	D		
Common Stock	03/06/2014	S ⁽¹⁾	45,807 <u>(2)</u>	D	\$ 68.7425 <u>(10)</u>	504,193	I		by Frederic B. Luddy CRT, LLC
Common Stock	03/06/2014	S ⁽¹⁾	4,193 <u>(2)</u>	D	\$ 69.6027 <u>(11)</u>	500,000	I		by Frederic B. Luddy CRT, LLC
Common Stock						50,000	I		by Spouse's Trust
Common Stock						1,115,000	I		by Luddy Family Dynasty Trust LLC
Common Stock						5,486	I		by Frederic B. Luddy Family Trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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. Transaction	5. Number	6. Date Exercisable and Expiration Date	7. Title and Amount of	8. Price of Derivative	9. Nu Deriv
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Represents the weighted average sales price per share. The shares sold at prices ranging from \$69.68 to \$70.67 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.

(9) Represents the weighted average sales price per share. The shares sold at prices ranging from \$70.69 to \$71.36 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 \$68.33 to \$69.32 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 \$69.35 to \$70.25 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.

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