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

ServiceNow	, Inc.											
Form 4												
April 18, 2014									OMB APPROVAL			
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION								OMB				
Chaols th	Check this box Washington, D.C. 20549							Number:	3235-0287			
if no long							Expires:	January 31, 2005				
subject to STATEMENT OF CHANGES IN BENEF						CIAI		NERSHIP OF	Estimated a	average		
	Section 16. SECURITIES							burden hou response				
Form 5	Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of						e Act of 1934,	reepeneem	0.0			
	obligations may continue. Section 17(a) of the Public Utility Holding Company Act of 1935 or Section											
See Instr		30(h)	) of the In	vestment	Compan	y Act	of 194	40				
1(b).												
(Print or Type I	Responses)											
1. Name and Address of Reporting Person 2. Issuer Name and Ticker or Trading 5. Relationship of							Reporting Pers	son(s) to				
Scarpelli Michael			Symbol	2. Issuer Name <b>and</b> Ticker or Trading Symbol					Issuer			
	•	Now, Inc.	[NOW]			(Check all applicable)						
(Last)	(First)	(Middle)	3. Date of Earliest Transaction					(Check an applicable)				
	CENOUL DIC			/Ionth/Day/Year)				Director 10% Owner X Officer (give title Other (specify				
C/O SERVICENOW, INC., 3260 04/14 JAY STREET				04/16/2014				below) below)				
JAI SIKEEI CHIEF							CHIEF FIN	INANCIAL OFFICER				
		4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check						
Filed(Month/Day/Yea				ith/Day/Year	.)			Applicable Line) _X_ Form filed by One Reporting Person				
							Iore than One Reporting					
(City)	(State)	(Zip)										
	<b>`</b>						_	uired, Disposed of		-		
1.Title of Security	2. Transaction I (Month/Day/Ye		on Date, if	3. 4. Securities Acquired Transaction(A) or Disposed of (D)					6. Ownership Form: Direct			
(Instr. 3) any				Code (Instr. 3, 4 and 5)					(D) or	Beneficial		
	Day/Year)	Day/Year) (Instr. 8)				Owned Following	1 A A	Ownership (Instr. 4)				
					$(\mathbf{A})$		Reported	(1130. 4)	(11311. 4)			
						(A) or		Transaction(s) (Instr. 3 and 4)				
Comment				Code V	Amount	(D)	Price	(msu. 5 and 4)				
Common Stock	04/16/2014			<b>M</b> <u>(1)</u>	10,000	А	\$3	141,427	D			
							¢					
Common Stock	04/16/2014			<b>S</b> <u>(1)</u>	10,000	D	\$ 52.5	131,427	D			
SIUCK							52.5					

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. Transactio Code (Instr. 8)	5. Number of tionDerivative 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)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 3	04/16/2014		M <u>(1)</u>		10,000	(2)(3)	08/14/2021	Common Stock	10,000

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
ſ	Director	10% Owner	Officer	Other				
Scarpelli Michael C/O SERVICENOW, INC. 3260 JAY STREET SANTA CLARA, CA 95054			CHIEF FINANCIAL OFFICER					
Signatures								
/s/ Michael P. Scarpelli by Ethan Chr Attorney-in-Fact	istensen,		04/18/2014					
**Signature of Reporting Pe	rson		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) Immediately exercisable.
- (3) The stock option grant shall vest as to 1/4th of the total number of shares on August 15, 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.