

ServiceNow, Inc.  
Form 4  
August 05, 2013

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
Slootman 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)  
08/01/2013

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 or Price   |  |   |
| Common Stock                    | 08/01/2013                           |  | M <sup>(1)</sup>               |   | 40,000 A \$ 2.6   | 40,000   | D   |
| Common Stock                    | 08/01/2013                           |  | S <sup>(1)</sup>               |   | 7,700 D \$ 43.2703  | 32,300   | D   |
| Common Stock                    | 08/01/2013                           |  | S <sup>(1)</sup>               |   | 20,500 D \$ 44.3826   | 11,800   | D   |
| Common Stock                    | 08/01/2013                           |  | S <sup>(1)</sup>               |   | 11,100 D \$ 45.1214   | 700  | D   |

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|              |            |                  |                       |   |                              |         |   |  |
|--------------|------------|------------------|-----------------------|---|------------------------------|---------|---|--|
| Common Stock | 08/01/2013 | S <sup>(1)</sup> | 700 <sup>(2)</sup>    | D | \$<br>45.8414<br><u>(6)</u>  | 0       | D |  |
| Common Stock | 08/02/2013 | M                | 60,000                | A | \$ 2.6                       | 60,000  | D |  |
| Common Stock | 08/02/2013 | S                | 60,000 <sup>(7)</sup> | D | \$<br>45.5226<br><u>(8)</u>  | 0       | D |  |
| Common Stock |            |                  |                       |   |                              | 100,000 | I | By Frank S lootman and Brenda L. S lootman, as Co-Trustees of the S lootman Living Trust, dtd 09/08/99 |
| Common Stock | 08/02/2013 | S                | 10,000 <sup>(7)</sup> | D | \$<br>45.5127<br><u>(9)</u>  | 20,000  | I | By Frank S lootman and Brenda L. S lootman, as Co-Trustees of the CRB Irrevocable Trust, dtd 08/05/11  |
| Common Stock | 08/02/2013 | S                | 10,000 <sup>(7)</sup> | D | \$<br>45.5159<br><u>(10)</u> | 20,000  | I | By Frank S lootman and Brenda L. S lootman, 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.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)



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- (5) Represents the weighted average sales price per share. The shares sold at prices ranging from \$44.78 to \$45.77 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.
- (6) Represents the weighted average sales price per share. The shares sold at prices ranging from \$45.78 to \$45.89 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.
- (7) Represents the aggregate of sales effected on the same day at different prices.
- (8) Represents the weighted average sales price per share. The shares sold at prices ranging from \$45.23 to \$45.68 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 \$45.24 to \$45.68 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 \$45.30 to \$45.69 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) Immediately exercisable.
- (12) 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.