

ServiceNow, Inc.  
Form 4  
October 09, 2015

**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 \*  
**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)  
**10/07/2015**

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	(D)	Price			
Common Stock	10/07/2015		S <sup>(1)</sup>		40,152 <sup>(2)</sup>	D	\$ 73.6861 <sup>(3)</sup>	4,836,436	I	by Frederic B. Luddy Family Trust
Common Stock	10/07/2015		S <sup>(1)</sup>		29,348 <sup>(2)</sup>	D	\$ 74.4667 <sup>(4)</sup>	4,807,088	I	by Frederic B. Luddy Family Trust
Common Stock	10/07/2015		S <sup>(1)</sup>		500 <sup>(2)</sup>	D	\$ 75.228 <sup>(5)</sup>	4,806,588	I	by Frederic

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								B. Luddy Family Trust
Common Stock	10/07/2015	<u>S</u> <sup>(1)</sup>	<u>1,000</u> <sup>(2)</sup>	D	\$ <u>73.697</u> <sup>(6)</sup>	26,200	I	by Spouse
Common Stock	10/07/2015	<u>S</u> <sup>(1)</sup>	<u>600</u> <sup>(2)</sup>	D	\$ <u>74.615</u> <sup>(7)</sup>	25,600	I	by Spouse
Common Stock	10/07/2015	<u>S</u> <sup>(1)</sup>	<u>1,100</u> <sup>(2)</sup>	D	\$ <u>73.7191</u> <sup>(8)</sup>	32,900	I	by Spouse's Trust
Common Stock	10/07/2015	<u>S</u> <sup>(1)</sup>	<u>900</u> <sup>(2)</sup>	D	\$ <u>74.5133</u> <sup>(9)</sup>	32,000	I	by Spouse's Trust
Common Stock	10/08/2015	<u>S</u> <sup>(1)</sup>	<u>27,574</u> <sup>(2)</sup>	D	\$ <u>72.4736</u> <sup>(10)</sup>	4,779,014	I	by Frederic B. Luddy Family Trust
Common Stock	10/08/2015	<u>S</u> <sup>(1)</sup>	<u>32,424</u> <sup>(2)</sup>	D	\$ <u>73.0715</u> <sup>(11)</sup>	4,746,590	I	by Frederic B. Luddy Family Trust
Common Stock	10/08/2015	<u>S</u> <sup>(1)</sup>	<u>4,702</u> <sup>(2)</sup>	D	\$ <u>74.1109</u> <sup>(12)</sup>	4,741,888	I	by Frederic B. Luddy Family Trust
Common Stock	10/08/2015	<u>S</u> <sup>(1)</sup>	<u>300</u>	D	\$ <u>74.93</u>	4,741,588	I	by Frederic B. Luddy Family Trust
Common Stock	10/09/2015	<u>S</u> <sup>(1)</sup>	<u>20,707</u> <sup>(2)</sup>	D	\$ <u>73.1033</u> <sup>(13)</sup>	4,720,881	I	by Frederic B. Luddy Family Trust
Common Stock	10/09/2015	<u>S</u> <sup>(1)</sup>	<u>29,434</u> <sup>(2)</sup>	D	\$ <u>73.7055</u> <sup>(14)</sup>	4,691,447	I	by Frederic B. Luddy Family Trust
Common Stock	10/09/2015	<u>S</u> <sup>(1)</sup>	<u>14,859</u> <sup>(2)</sup>	D	\$ <u>74.5225</u>	4,676,588	I	by Frederic

(15)

Common Stock		755,000	I	B. Luddy Family Trust by Luddy Family Dynasty Trust LLC
Common Stock		1,587	D	

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 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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 5)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LUDDY FREDERIC B C/O SERVICENOW, INC. 4810 EASTGATE MALL SAN DIEGO, CA 92121	X		CHIEF PRODUCT OFFICER	

## Signatures

/s/ Frederic B. Luddy by Matthew Kelly,  
Attorney-in-Fact

10/09/2015

\_\_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 transactions reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.
- (2) Represents the aggregate of sales effected on the same day at different prices pursuant to the 10b5-1 trading plan noted in footnote (1).  
Represents the weighted average sales price per share. The shares sold at prices ranging from \$73.10 to \$74.09 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.
- (3) Represents the weighted average sales price per share. The shares sold at prices ranging from \$74.10 to \$74.95 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.
- (4) Represents the weighted average sales price per share. The shares sold at prices ranging from \$75.14 to \$75.25 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.
- (5) Represents the weighted average sales price per share. The shares sold at prices ranging from \$73.17 to \$74.05 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 \$74.31 to \$75.00 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 weighted average sales price per share. The shares sold at prices ranging from \$73.17 to \$74.03 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.
- (8) Represents the weighted average sales price per share. The shares sold at prices ranging from \$74.25 to \$75.00 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 \$71.78 to \$72.77 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.
- (10) Represents the weighted average sales price per share. The shares sold at prices ranging from \$72.78 to \$73.74 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 \$73.90 to \$74.66 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.
- (12) Represents the weighted average sales price per share. The shares sold at prices ranging from \$72.34 to \$73.33 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.
- (13) Represents the weighted average sales price per share. The shares sold at prices ranging from \$73.34 to \$74.33 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.
- (14) Represents the weighted average sales price per share. The shares sold at prices ranging from \$74.34 to \$74.72 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.
- (15)

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.