

ServiceNow, Inc.
Form 4
January 13, 2017

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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., 2225
LAWSON LANE**

(Street)

SANTA CLARA, CA 95054

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
ServiceNow, Inc. [NOW]

3. Date of Earliest Transaction
(Month/Day/Year)
01/11/2017

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)

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	(A) or (D)	Price			
Common Stock	01/11/2017		S ⁽¹⁾		1,400 ⁽²⁾	D	\$ 81.6099 ⁽³⁾	2,414,775	I	by Frederic B. Luddy Family Trust
Common Stock	01/11/2017		S ⁽¹⁾		11,000 ⁽²⁾	D	\$ 82.7644 ⁽⁴⁾	2,403,775	I	by Frederic B. Luddy Family Trust
Common Stock	01/11/2017		S ⁽¹⁾		51,247 ⁽²⁾	D	\$ 83.7978	2,352,528	I	by Frederic

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					<u>(5)</u>			
Common Stock	01/11/2017	<u>S(1)</u>	<u>11,353</u> <u>(2)</u>	D	\$ <u>84.4169</u> <u>(6)</u>	2,341,175	I	B. Luddy Family Trust by Frederic B. Luddy Family Trust
Common Stock	01/11/2017	<u>S(1)</u>	<u>200</u> <u>(2)</u>	D	\$ <u>82.225</u> <u>(7)</u>	11,300	I	by Spouse
Common Stock	01/11/2017	<u>S(1)</u>	<u>1,000</u> <u>(2)</u>	D	\$ <u>83.7413</u> <u>(8)</u>	10,300	I	by Spouse
Common Stock	01/11/2017	<u>S(1)</u>	<u>300</u> <u>(2)</u>	D	\$ <u>84.3433</u> <u>(9)</u>	10,000	I	by Spouse
Common Stock	01/11/2017	<u>S(1)</u>	<u>400</u> <u>(2)</u>	D	\$ <u>82.465</u> <u>(10)</u>	13,100	I	by Spouse's Trust
Common Stock	01/11/2017	<u>S(1)</u>	<u>1,900</u> <u>(2)</u>	D	\$ <u>83.8589</u> <u>(11)</u>	11,200	I	by Spouse's Trust
Common Stock	01/11/2017	<u>S(1)</u>	<u>200</u> <u>(2)</u>	D	\$ <u>84.48</u> <u>(12)</u>	11,000	I	by Spouse's Trust
Common Stock	01/12/2017	<u>S(1)</u>	<u>19,037</u> <u>(2)</u>	D	\$ <u>81.5694</u> <u>(13)</u>	2,322,138	I	by Frederic B. Luddy Family Trust
Common Stock	01/12/2017	<u>S(1)</u>	<u>15,912</u> <u>(2)</u>	D	\$ <u>82.4259</u> <u>(14)</u>	2,306,226	I	by Frederic B. Luddy Family Trust
Common Stock	01/12/2017	<u>S(1)</u>	<u>40,051</u> <u>(2)</u>	D	\$ <u>83.3801</u> <u>(15)</u>	2,266,175	I	by Frederic B. Luddy Family Trust
Common Stock						515,000	I	by Luddy Family Dynasty Trust LLC

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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 \$83.27 to \$84.26 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 \$84.27 to \$84.80 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 \$81.86 to \$82.59 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 \$83.16 to \$84.12 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 \$84.26 to \$84.48 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 \$81.86 to \$82.81 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 \$83.32 to \$84.30 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 \$84.40 to \$84.56 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 \$80.97 to \$81.96 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 \$81.97 to \$82.96 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) Represents the weighted average sales price per share. The shares sold at prices ranging from \$82.97 to \$83.77 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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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