

ServiceNow, Inc.  
Form 4  
December 16, 2015

# 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)  
12/14/2015

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 (A) or (D) Price   |  |   |           |   |                                   |
| Common Stock                    | 12/14/2015                           |  | S <sup>(1)</sup>               |   | 21,366 <sup>(2)</sup>   | D  | \$ 82.8213 <sup>(3)</sup>                             | 4,455,222 | I | by Frederic B. Luddy Family Trust |
| Common Stock                    | 12/14/2015                           |  | S <sup>(1)</sup>               |   | 48,634 <sup>(2)</sup>   | D  | \$ 83.4406 <sup>(4)</sup>                             | 4,406,588 | I | by Frederic B. Luddy Family Trust |
| Common Stock                    | 12/14/2015                           |  | S <sup>(1)</sup>               |   | 1,100 <sup>(2)</sup>  | D  | \$ 83.07 <sup>(5)</sup>                               | 22,900    | I | by Spouse                         |

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|              |            |                         |                   |   |                                   |           |   |                                   |
|--------------|------------|-------------------------|-------------------|---|-----------------------------------|-----------|---|-----------------------------------|
| Common Stock | 12/14/2015 | <u>S</u> <sup>(1)</sup> | 500 <u>(2)</u>    | D | \$ <u>83.714</u> <sup>(6)</sup>   | 22,400    | I | by Spouse                         |
| Common Stock | 12/14/2015 | <u>S</u> <sup>(1)</sup> | 1,000 <u>(2)</u>  | D | \$ <u>82.95</u> <sup>(7)</sup>    | 29,000    | I | by Spouse's Trust                 |
| Common Stock | 12/14/2015 | <u>S</u> <sup>(1)</sup> | 1,000 <u>(2)</u>  | D | \$ <u>83.574</u> <sup>(8)</sup>   | 28,000    | I | by Spouse's Trust                 |
| Common Stock | 12/15/2015 | <u>S</u> <sup>(1)</sup> | 26,305 <u>(2)</u> | D | \$ <u>84.766</u> <sup>(9)</sup>   | 4,380,283 | I | by Frederic B. Luddy Family Trust |
| Common Stock | 12/15/2015 | <u>S</u> <sup>(1)</sup> | 28,772 <u>(2)</u> | D | \$ <u>85.6133</u> <sup>(10)</sup> | 4,351,511 | I | by Frederic B. Luddy Family Trust |
| Common Stock | 12/15/2015 | <u>S</u> <sup>(1)</sup> | 9,923 <u>(2)</u>  | D | \$ <u>86.1385</u> <sup>(11)</sup> | 4,341,588 | I | by Frederic B. Luddy Family Trust |
| Common Stock | 12/16/2015 | <u>S</u> <sup>(1)</sup> | 35,708 <u>(2)</u> | D | \$ <u>85.4424</u> <sup>(12)</sup> | 4,305,880 | I | by Frederic B. Luddy Family Trust |
| Common Stock | 12/16/2015 | <u>S</u> <sup>(1)</sup> | 13,210 <u>(2)</u> | D | \$ <u>86.4112</u> <sup>(13)</sup> | 4,292,670 | I | by Frederic B. Luddy Family Trust |
| Common Stock | 12/16/2015 | <u>S</u> <sup>(1)</sup> | 16,082 <u>(2)</u> | D | \$ <u>87.2445</u> <sup>(14)</sup> | 4,276,588 | I | by Frederic B. Luddy Family Trust |
| Common Stock |            |                         |                   |   |                                   | 755,000   | I | by Luddy Family Dynasty Trust LLC |
| Common Stock |            |                         |                   |   |                                   | 1,587     | D |                                   |



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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 \$82.44 to \$83.41 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 \$83.45 to \$84.09 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.
- (7) Represents the weighted average sales price per share. The shares sold at prices ranging from \$82.25 to \$83.24 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 \$83.25 to \$84.03 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.
- (9) Represents the weighted average sales price per share. The shares sold at prices ranging from \$84.03 to \$85.02 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 \$85.03 to \$86.02 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 \$86.03 to \$86.23 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 \$84.94 to \$85.91 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 \$85.94 to \$86.92 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 \$86.94 to \$87.55 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. 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.