Edgar Filing: McGee Daniel - Form 4

Check this box if no longer subject to SECURITIES Section 16. SECURITIES								3235-0287 January 31, 2005 verage	
1. Name and McGee Da (Last) C/O SERV	Symbo Servid Middle) 3. Date (Month	Symbol ServiceNow, Inc. [NOW] 3. Date of Earliest Transaction (Month/Day/Year) 05/15/2013				 Relationship of Reporting Person(s) to ssuer (Check all applicable) Director 10% Owner 10% Owner 0fficer (give title Other (specify below) 			
EASTGAT SAN DIEC	TE MALL (Street) GO, CA 92121		4. If Amendment, Date Original Filed(Month/Day/Year)				SVP, DEV. & CUST. SUPPORT 5. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person		
(City)	(State)	(Zip) Ta	ble I - Non	-Derivative	Secu	rities Acqui	red, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		3. Transacti Code	4. Securit onor Dispos (Instr. 3, -	ties Ac	equired (A) (D)	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)
Common Stock	05/15/2013		M <u>(1)</u>	30,000	A	\$ 3	63,970	D	
Common Stock	05/15/2013		S <u>(1)</u>	30,000 (2)	D	\$ 40.5242 (3)	33,970	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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. Transactic Code (Instr. 8)	onDerivative		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	05/15/2013		M <u>(1)</u>		30,000	(4)(5)	08/14/2021	Common Stock	30,000

Reporting Owners

Reporting Owner Name / Address	Relationships							
1 0	Director	10% Owner	Officer	Other				
McGee Daniel C/O SERVICENOW, INC. 4810 EASTGATE MALL SAN DIEGO, CA 92121			SVP, DEV. & CUST. SUPPORT					
Signatures								
/s/ Daniel R. McGee by Ethan Christensen, Attorney-in-Fact			05/16/2013					
<u>**</u> Signature of Repor	ting Person		Date					
Explanation of Re	enon	6061						

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) 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 \$40.04 to \$40.96 per share. Full information(3) 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) Immediately exercisable.
- (5) 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.