

ServiceNow, Inc.  
Form 4  
October 09, 2015

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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  |  |   |
|                                 |                                      |  |                                |   | (A)<br>or<br>(D)  | Price  |   |
| Common Stock                    | 10/07/2015                           |  | S <sup>(1)</sup>               |   | 40,152 <sup>(2)</sup>   | \$ 73.6861 <sup>(3)</sup>                                | I by Frederic B. Luddy Family Trust                   |
| Common Stock                    | 10/07/2015                           |  | S <sup>(1)</sup>               |   | 29,348 <sup>(2)</sup>   | \$ 74.4667 <sup>(4)</sup>                                | I by Frederic B. Luddy Family Trust                   |
| Common Stock                    | 10/07/2015                           |  | S <sup>(1)</sup>               |   | 500 <sup>(2)</sup>  | \$ 75.228 <sup>(5)</sup>                                 | I by Frederic   |

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

(15)

|                 |  |  |  |  |  |         |   |   |
|-----------------|--|--|--|--|--|---------|---|---|
|                 |  |  |  |  |  |         |   | B. Luddy<br>Family<br>Trust                   |
| Common<br>Stock |  |  |  |  |  | 755,000 | I | by Luddy<br>Family<br>Dynasty<br>Trust<br>LLC |
| Common<br>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.**

SEC 1474  
(9-02)

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

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and<br>Amount of<br>Underlying<br>Securities<br>(Instr. 3 and 4) | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Benef<br>Own<br>Follo<br>Repor<br>Trans<br>(Instr |
|---|--|---|---|--------------------------------------|--|--|---|---|--|
|   |  |   |   |                                      |  | Date<br>Exercisable  | Expiration<br>Date  | Title   | Amount<br>or<br>Number<br>of<br>Shares                                       |
|   |  |   |   |                                      |  | Code   | V   | (A)   | (D)  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                       |       |
|---|---------------|-----------|-----------------------|-------|
|   | Director      | 10% Owner | Officer               | Other |
| LUDDY FREDERIC B<br>C/O SERVICENOW, INC.<br>4810 EASTGATE MALL<br>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.