

ServiceNow, Inc.  
Form 4  
September 23, 2016

**FORM 4**

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

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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(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)  
**09/21/2016**

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	09/21/2016		S(1)		47,492 (2)	\$ 75.4363 (3)	2,979,096 I by Frederic B. Luddy Family Trust
Common Stock	09/21/2016		S(1)		27,508 (2)	\$ 76.3979 (4)	2,951,588 I by Frederic B. Luddy Family Trust
Common Stock	09/21/2016		S(1)		14,649 (2)	\$ 75.4457	590,351 I by Luddy Family

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					<u>(5)</u>			Dynasty Trust LLC
Common Stock	09/21/2016	<u>S(1)</u>	7,851 <u>(2)</u>	D	\$ <u>76.4088</u> <u>(6)</u>	582,500	I	by Luddy Family Dynasty Trust LLC
Common Stock	09/21/2016	<u>S(1)</u>	1,088 <u>(2)</u>	D	\$ <u>75.4246</u> <u>(7)</u>	16,412	I	by Spouse
Common Stock	09/21/2016	<u>S(1)</u>	412 <u>(2)</u>	D	\$ <u>76.3997</u> <u>(8)</u>	16,000	I	by Spouse
Common Stock	09/21/2016	<u>S(1)</u>	1,800 <u>(2)</u>	D	\$ <u>75.4664</u> <u>(9)</u>	21,700	I	by Spouse's Trust
Common Stock	09/21/2016	<u>S(1)</u>	700 <u>(2)</u>	D	\$ <u>76.4156</u> <u>(10)</u>	21,000	I	by Spouse's Trust
Common Stock	09/22/2016	S	52,793 <u>(2)</u>	D	\$ <u>77.4362</u> <u>(11)</u>	2,898,795	I	by Frederic B. Luddy Family Trust
Common Stock	09/22/2016	S	22,207 <u>(2)</u>	D	\$ <u>78.0358</u> <u>(12)</u>	2,876,588	I	by Frederic B. Luddy Family Trust
Common Stock	09/22/2016	<u>S(1)</u>	16,760 <u>(2)</u>	D	\$ <u>77.4588</u> <u>(13)</u>	565,740	I	by Luddy Family Dynasty Trust LLC
Common Stock	09/22/2016	<u>S(1)</u>	5,740 <u>(2)</u>	D	\$ <u>78.0527</u> <u>(14)</u>	560,000	I	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**

SEC 1474  
(9-02)

required to respond unless the form  
displays a currently valid OMB control  
number.

**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 Following the Transaction (Instr. 10)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
LUDDY FREDERIC B C/O SERVICENOW, INC. 2225 LAWSON LANE SANTA CLARA, CA 95054	X CHIEF PRODUCT OFFICER

## Signatures

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

09/23/2016

\_\_\_\_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 \$74.97 to \$75.96 per share. Full
- (3) 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 \$75.97 to \$76.86 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 \$75.00 to \$75.99 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

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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 \$76.02 to \$76.86 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 \$75.05 to \$75.84 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 \$76.15 to \$76.64 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 \$75.00 to \$75.95 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.
- (10) Represents the weighted average sales price per share. The shares sold at prices ranging from \$76.09 to \$76.64 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 \$76.92 to \$77.91 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.
- (12) Represents the weighted average sales price per share. The shares sold at prices ranging from \$77.92 to \$78.17 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 \$76.94 to \$77.93 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 \$77.94 to \$78.17 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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