



Edgar Filing: ServiceNow, Inc. - Form 4

Common Stock						\$ 64.0625 (7)			by Spouse
Common Stock	01/20/2015	S <sup>(1)</sup>	400 <sup>(2)</sup>	D		\$ 64.86 (8)	40,000	I	by Spouse
Common Stock	01/21/2015	S <sup>(1)</sup>	3,100 (2)	D		\$ 64.9981 (9)	48,487	D	
Common Stock	01/21/2015	S <sup>(1)</sup>	34,501 (2)	D		\$ 65.8572 (10)	13,986	D	
Common Stock	01/21/2015	S <sup>(1)</sup>	12,399 (2)	D		\$ 66.539 (11)	1,587	D	
Common Stock	01/22/2015	S <sup>(1)</sup>	9,180 (2)	D		\$ 65.3398 (12)	40,820	I	by Frederic B. Luddy CRT, LLC
Common Stock	01/22/2015	S <sup>(1)</sup>	40,820 (2)	D		\$ 66.0359 (13)	0	I	by Frederic B. Luddy CRT, LLC
Common Stock							935,000	I	by Luddy Family Dynasty Trust LLC
Common Stock							50,000	I	by Spouse's Trust

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

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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 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	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 (Instr. 6)
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(A) or  
Disposed  
of (D)  
(Instr. 3,  
4, and 5)

Repor  
Trans  
(Instr

Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LUDDY FREDERIC B C/O SERVICENOW, INC. 4810 EASTGATE MALL SAN DIEGO, CA 92121	X		CHIEF PRODUCT OFFICER	

## Signatures

/s/ Frederic B. Luddy by Ethan Christensen,  
Attorney-in-Fact

01/22/2015

\_\_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 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 \$62.61 to \$63.53 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.  
Represents the weighted average sales price per share. The shares sold at prices ranging from \$63.61 to \$64.60 per share. Full
- (4) 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.  
Represents the weighted average sales price per share. The shares sold at prices ranging from \$64.68 to \$65.04 per share. Full
- (5) 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.  
Represents the weighted average sales price per share. The shares sold at prices ranging from \$62.73 to \$63.45 per share. Full
- (6) 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.  
Represents the weighted average sales price per share. The shares sold at prices ranging from \$63.77 to \$64.47 per share. Full
- (7) 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.  
Represents the weighted average sales price per share. The shares sold at prices ranging from \$64.80 to \$64.98 per share. Full
- (8) 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)

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Represents the weighted average sales price per share. The shares sold at prices ranging from \$64.39 to \$65.38 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 \$65.39 to \$66.38 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 \$66.39 to \$66.81 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.

(12) Represents the weighted average sales price per share. The shares sold at prices ranging from \$64.66 to \$65.65 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 \$65.66 to \$66.55 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.

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