

ServiceNow, Inc.  
Form 4  
June 12, 2015

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
LEONE DOUGLAS M

(Last) (First) (Middle)

2800 SAND HILL ROAD, SUITE 101

(Street)

MENLO PARK, CA 94025

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
ServiceNow, Inc. [NOW]

3. Date of Earliest Transaction (Month/Day/Year)  
06/10/2015

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)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| Common Stock                    | 06/10/2015                           |  | M                              | 3,131 A   | \$ 0 3,131  | D  |                                   |
| Common Stock                    |                                      |  |                                |   | 651,717   | I  | By Trust                          |
| Common Stock                    |                                      |  |                                |   | 686,165   | I  | By Family Partnership             |

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

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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) |       |
|--|--|--------------------------------------|--|--------------------------------|---|-------|-----|--|-----------------|---|-------|
|  |  |                                      |  |                                | V   | (A)   | (D) | Date Exercisable   | Expiration Date |   |       |
| Restricted Stock Units                     | (1)  | 06/10/2015                           |  | M                              |   | 3,131 |     | (2)  | (2)             | Common Stock  | 3,131 |
| Restricted Stock Units                     | (1)  | 06/10/2015                           |  | A                              |   | 1,930 |     | (3)  | (3)             | Common Stock  | 1,930 |
| Director Stock Option (Right to Buy)       | \$ 77.7  | 06/10/2015                           |  | A                              |   | 4,506 |     | (4)  | 06/10/2025      | Common Stock  | 4,506 |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |         |       |
|---|---------------|-----------|---------|-------|
|   | Director      | 10% Owner | Officer | Other |
| LEONE DOUGLAS M<br>2800 SAND HILL ROAD, SUITE 101<br>MENLO PARK, CA 94025 | X             |           |         |       |

## Signatures

/s/Douglas Leone by Matthew Kelly,  
Attorney-in-Fact

06/12/2015

\*\*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) Each restricted stock unit represents a contingent right to receive one share of Issuer's common stock.

(2) These restricted stock units vested 100% on June 10, 2015, which was the date of the Issuer's annual stockholder meeting.

(3)

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The restricted stock units vest 100% on the earlier of June 10, 2016 and the Issuer's next annual stockholder meeting. Shares of the Issuer's common stock will be delivered to the reporting person upon vesting.

- (4) The options vest 100% on the earlier of June 10, 2016 and the Issuer's next annual stockholder's meeting.

### **Remarks:**

EXHIBIT LIST: EX-24 DLeone POA

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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