Slootman Frank Form 4 May 03, 2013

## 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

### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue. 30(h) of the Investment Company Act of 1940 See Instruction

(Print or Type Responses)

1(b).

(Last)

1. Name and Address of Reporting Person \* Slootman Frank

(First) (Middle)

C/O SERVICENOW, INC., 4810 **EASTGATE MALL** 

(Street)

2. Issuer Name and Ticker or Trading Symbol

ServiceNow, Inc. [NOW]

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

05/01/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to

Issuer

(Check all applicable)

**OMB** 

Number:

Expires:

response...

Estimated average

burden hours per

**OMB APPROVAL** 

3235-0287

January 31,

2005

0.5

\_X\_\_ Director 10% Owner X\_ Officer (give title \_ Other (specify below)

PRESIDENT & CEO

6. Individual or Joint/Group Filing(Check

Applicable Line)

\_X\_ Form filed by One Reporting Person Form filed by More than One Reporting

Person

### SAN DIEGO, CA 92121

(City)	(State)	(Zip) 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 3. 4. Securities Acquired (A) Execution Date, if Transactionr Disposed of (D) any Code (Instr. 3, 4 and 5) (Month/Day/Year) (Instr. 8)					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	05/01/2013		Code V M(1)	Amount 31,700	(D)	Price \$ 2.6	31,700	D				
Common Stock	05/01/2013		S <u>(1)</u>	21,800 (2)	D	\$ 39.2066 (3)	9,900	D				
Common Stock	05/01/2013		S(1)	9,900 (2)	D	\$ 40.0925 (4)	0	D				
Common Stock	05/02/2013		M <u>(1)</u>	100	A	\$ 2.6	100	D				
	05/02/2013		S(1)	100	D	\$ 40	0	D				

Common Stock								
Common Stock						100,000	I	By Frank Slootman and Brenda L. Slootman, as Co-Trustees of the Slootman Living Trust, dtd 09/08/99
Common Stock						37,500	I	By Frank Slootman and Brenda L. Slootman, as Co-Trustees of the CRB Irrevocable Trust, dtd 08/05/11
Common Stock						37,500	I	By Frank Slootman and Brenda L. Slootman, as Co-Trustees of the TJB Irrevocable Trust, dtd 08/05/11
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 Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. Number of nDerivative Securities Acquired (A) or Disposed of	Expiration (Month/Da		7. Title and Amount of Underlying Securities (Instr. 3 and 4)

(D) (Instr. 3, 4,

Security

#### Edgar Filing: Slootman Frank - Form 4

and 5)

						1				
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 2.6	05/01/2013	M(1)			31,700	(5)(6)	05/05/2021	Common Stock	31,700
Employee Stock Option (Right to Buy)	\$ 2.6	05/02/2013	M(1)			100	(5)(6)	05/05/2021	Common Stock	100

# **Reporting Owners**

Reporting Owner Name / Address	Relationships							
Troporous o water tumo, rauntess	Director	10% Owner	Officer	Other				
Slootman Frank C/O SERVICENOW, INC. 4810 EASTGATE MALL	X		PRESIDENT & CEO					
SAN DIEGO, CA 92121								

## **Signatures**

/s/ Frank Slootman by Ethan Christensen, Attorney-in-Fact

05/03/2013

\*\*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 \$38.66 to \$39.65 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.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$39.66 to \$40.64 per share. Full information (4) 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) Immediately exercisable.
- (6) The stock option grant vested as to 1/4th of the total number of shares on May 2, 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.

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