

Sloodman Frank  
 Form 4  
 April 29, 2013

**FORM 4**

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

OMB APPROVAL

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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 \*  
 Sloodman Frank

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 C/O SERVICENOW, INC., 4810 EASTGATE MALL

3. Date of Earliest Transaction (Month/Day/Year)  
 04/25/2013

Director  10% Owner  
 Officer (give title below)  Other (specify below)

PRESIDENT & CEO

(Street)  
 SAN DIEGO, CA 92121

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

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 or Price   |  |   |
| Common Stock                    | 04/25/2013                           |  | M <sup>(1)</sup>               |   | 30,000 A \$ 2.6   | 30,000   | D   |
| Common Stock                    | 04/25/2013                           |  | S <sup>(1)</sup>               |   | 30,000 D \$ 40  | 0  | D   |
| Common Stock                    | 04/26/2013                           |  | M <sup>(1)</sup>               |   | 70,000 A \$ 2.6   | 70,000   | D   |
| Common Stock                    | 04/26/2013                           |  | S <sup>(1)</sup>               |   | 70,000 D \$ 42.4399   | 0  | D   |
| Common Stock                    |                                      |  |                                |   |   | 100,000  | I By Frank Sloodman                                   |

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|              |  |  |  |        |   |  |   |
|--------------|--|--|--|--------|---|--|---|
|              |  |  |  |        |   |  | and Brenda L. Slooman, as Co-Trustees of the Slooman Living Trust, dtd 09/08/99                   |
| Common Stock |  |  |  | 37,500 | I |  | By Frank Slooman and Brenda L. Slooman, as Co-Trustees of the CRB Irrevocable Trust, dtd 08/05/11 |
| Common Stock |  |  |  | 37,500 | I |  | By Frank Slooman and Brenda L. Slooman, 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.**

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**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) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  |                                |   | Date Exercisable      Expiration Date                    | Title   |
|  |  |                                      |  | Code                           | V (A) (D)   |  | Amount or Number of Shares                                    |

