

# SECURITIES AND EXCHANGE COMMISSION

## FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2013-05-16** | Period of Report: **2013-05-14**  
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([HTML Version](#) on [secdatabase.com](#))

### REPORTING OWNER

#### Schneider David

CIK: **1402350**

Type: **4** | Act: **34** | File No.: **001-35580** | Film No.: **13852992**

Mailing Address  
C/O DATA DOMAIN, INC.  
2300 CENTRAL  
EXPRESSWAY  
SANTA CLARA CA 95050

### ISSUER

#### ServiceNow, Inc.

CIK: **1373715** | IRS No.: **000000000** | State of Incorporation: **CA** | Fiscal Year End: **1231**  
SIC: **7372** Prepackaged software

Mailing Address  
4810 EASTGATE MALL  
SAN DIEGO CA 92121

Business Address  
4810 EASTGATE MALL  
SAN DIEGO CA 92121  
858-720-0477

# FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

OMB APPROVAL	
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### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person <b>Schneider David</b>			2. Issuer Name and Ticker or Trading Symbol <b>ServiceNow, Inc. [NOW]</b>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>SVP WORLDWIDE SALES &amp; SERVICES</b>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) <b>05/14/2013</b>					
C/O SERVICENOW, INC., 4810 EASTGATE MALL								
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> 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 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	05/14/2013		M	(1)	7,500	A	\$3	7,500	D	
Common Stock	05/14/2013		S	(1)	7,500	D	\$39.5611	(3)	0	D
Common Stock	05/15/2013		M	(1)	25,000	A	\$3	25,000	D	
Common Stock	05/15/2013		S	(1)	25,000	D	\$40.6465	(4)	0	D
Common Stock								190	I	By Schneider 2001 Living Trust

**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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Employee Stock Option	\$3	05/14/2013		M	(1)	7,500	(5)	(6)	07/22/2021	Common Stock	7,500	\$0	1,075,694	D	

(Right to Buy)															
Employee Stock Option (Right to Buy)	\$3	05/15/2013		M <sup>(1)</sup>		25,000	(5) (6)	07/22/2021	Common Stock	25,000	\$ 0	1,050,694	D		

**Explanation of Responses:**

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).
3. Represents the weighted average sales price per share. The shares sold at prices ranging from \$39.43 to \$39.72 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.
4. Represents the weighted average sales price per share. The shares sold at prices ranging from \$40.13 to \$40.95 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.
5. Immediately exercisable.
6. The stock option grant shall be vested as to 1/4th of the total number of shares on June 6, 2012 and thereafter shall vest as to 1/48th of the total number of shares in equal monthly installments.

**Signatures**

/s/ David Schneider by Ethan Christensen, Attorney-in-Fact

\*\* Signature of Reporting Person

05/16/2013

Date

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

**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 Number.**