Edgar Filing: ServiceNow, Inc. - Form 4

ServiceNow,	Inc.											
Form 4	NO.1.4											
October 27, 2014												
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION							OMB APPROVAL					
Washington, D.C. 20549						OMB Number:	3235-0287					
Check thi			······································						Expires:	January 31,		
if no long subject to	IENT O	F CHANGES IN BENEFICIAL OWNERSHIP OF							Estimated average 2005			
Section 1	Section 16. SECURITIES								burden hou			
Form 4 or Form 5			n (* 1.	()	o	Б	1	A (\$1024	response	0.5		
obligation	• •						•	e Act of 1934, f 1935 or Section	n			
may conti	inue.			vestment (.				11			
See Instru 1(b).	iction	50(II)	of the m	vestment	company	1101	0117-	10				
1(0).												
(Print or Type R	Responses)											
1. Name and A	ddress of Reporting	Person [*]	2. Issuer Name and Ticker or Trading				2	5. Relationship of Reporting Person(s) to				
McGee Daniel			Symbol					Issuer				
		ServiceNow, Inc. [NOW]					(Check all applicable)					
(Last)	(First) (N	Middle)	3. Date of	Earliest Tra	ansaction			(Check an applicable)				
			(Month/Day/Year)					Director 10% Owner				
C/O SERVI	10/23/2014					_X_Officer (give title Other (specify below) below)						
JAY STREE						Chief Operating Officer						
	4. If Amendment, Date Original					6. Individual or Joint/Group Filing(Check						
Filed(Mo				nth/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person				
							Iore than One Reporting					
Shirin CL	1 HON, CIN 95054							Person				
(City)	(State)	(Zip)	Table	e I - Non-D	erivative S	ecurit	ies Acq	uired, Disposed of	f, or Beneficial	lly Owned		
1.Title of	2. Transaction Date			3. Transcatio				5. Amount of	6. Ownership			
Security (Instr. 3)	(Month/Day/Year)	any	on Date, 11	Code	on(A) or Disposed of (D)				Form: Direct (D) or	Beneficial		
		•	Day/Year)	(Instr. 8) (Instr. 3, 4 and 5)			Owned	Indirect (I)	Ownership			
Follow						Following Reported	(Instr. 4)	(Instr. 4)				
						(A)		Transaction(s)				
				Code V	Amount	or (D)	Price	(Instr. 3 and 4)				
Common	10/23/2014			M (1)	30,000	Α	\$3	65,041	D			
Stock	10/20/2014			111	50,000	11	ψJ	00,011	D			
Common	10/23/2014			c (1)	30,000	D	\$ 65	35,041	D			
Stock	10/23/2014			S <u>(1)</u>	30,000	D	φ 03	55,041	D			

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.

Edgar Filing: ServiceNow, Inc. - Form 4

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. Transactio Code (Instr. 8)	5. Number of ctionDerivative Securities 3) 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)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 3	10/23/2014		M <u>(1)</u>		30,000	(2)(3)	08/14/2021	Common Stock	30,000

Reporting Owners

Reporting Owner Name / Address	Relationships								
	Director	10% Owner	Officer	Other					
McGee Daniel C/O SERVICENOW, INC. 3260 JAY STREET SANTA CLARA, CA 95054			Chief Operating Officer						
Signatures									
/s/ Daniel R. McGee by Ethan C Attorney-in-Fact	hristense	en,	10/27/2014						
<u>**</u> Signature of Reportir	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 transactions reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.
- (2) Immediately exercisable.
- (3) The stock option grant shall vest as to 1/4th of the total number of shares on August 15, 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.