ServiceNow, Inc. Form 4 August 05, 2015

## 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

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(b).

Form 5

obligations

may continue.

See Instruction

(Print or Type Responses)

Name and Address of Reporting Person * Slootman Frank			2. Issuer Name <b>and</b> Ticker or Trading Symbol ServiceNow, Inc. [NOW]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)		
(Last) (First)		(Middle)	3. Date of Earliest Transaction	(Check an applicable)		
			(Month/Day/Year)	X Director 10% Owner		
C/O SERVICENOW, INC., 3260 JAY STREET			08/03/2015	X Officer (give title Other (specibelow)  PRESIDENT & CEO		
(Street)			4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check		
	D. G. O	5054	Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting		
SANTA CLA	RA, CA 9	5054		Person		

(City)	(State)	(Zip) Tal	ble I - Non-	Derivative S	Securi	ties Acquire	ed, Disposed of, o	or Beneficially	<b>Owned</b>
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securities on Disposed of (Instr. 3, 4)	f (D)	uired (A) or Price	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	08/03/2015		M(1)	150,000	A	\$ 2.6	223,389	D	
Common Stock	08/03/2015		S(1)	64,607 (2)	D	\$ 78.9351	158,782	D	
Common Stock	08/03/2015		S <u>(1)</u>	85,193 (2)	D	\$ 79.8469 (4)	73,589	D	
Common Stock	08/03/2015		S <u>(1)</u>	200 (2)	D	\$ 80.5657 (5)	73,389	D	

**OMB APPROVAL** 

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(e.g., puts, calls, warrants, options, convertible securities)

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

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SEC 1474

(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

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. 5. Number of TransactionDerivative Code Securities (Instr. 8) 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)		
Employee				Code V	ŕ	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Stock Option (Right to	\$ 2.6	08/03/2015		M(1)	150	0,000	<u>(6)</u>	05/05/2021	Common Stock	150,00

## **Reporting Owners**

Reporting Owner Name / Address	Relationships
Reporting Owner Name / Address	

Director 10% Owner Officer Other

Slootman Frank C/O SERVICENOW, INC. 3260 JAY STREET SANTA CLARA, CA 95054

PRESIDENT & CEO

### **Signatures**

Buy)

/s/ Frank Slootman by Matthew Kelly,
Attorney-in-Fact

08/05/2015

X

\*\*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 transactions 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 \$78.56 to \$79.54 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.

**(4)** 

Reporting Owners 2

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Represents the weighted average sales price per share. The shares sold at prices ranging from \$79.56 to \$80.50 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.

- Represents the weighted average sales price per share. The shares sold at prices ranging from \$80.56 to \$80.57 per share. Full information (5) 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.
- (6) This stock option grant became fully vested on May 2, 2015.

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.