FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Washington,	D.C.	20549
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OMB	A DDE	ROVAL

OMB Number: 3235-0287 Estimated average burden

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

	ns may contir on 1(b).			Filed			Section 16(a 30(h) of the					f 1934			hours	per respo	onse:	0.5
					or Section 30(h) of the Investment Company Act of 1940 Issuer Name and Ticker or Trading Symbol ServiceNow, Inc. [NOW]							Relationship of Reporting Person(s) (Check all applicable) Director X			(s) to Issue			
(Last) 3000 SAN 4-250	,	First)	(Middle)		3. Date 07/05/		urliest Transaction (Month/Day/Year)						Officer (g below)			Other (s below)	pecify	
(Street) MENLO	PARK C	SA.	94025		4. If Am	endm	nent, Date of	Original Fi	iled (I	Month/Da	y/Year)		6. Indiv		d by One	Reporti	check Applion ng Person one Reportio	
(City)	(5	State)	(Zip)															
			Table I - Nor			_		_	Dis									
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) of Disposed Of (D) (Instr. 3, 4 a		or 4 and 5)	5. Amount Securities Beneficially Following Reported		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	Transaction(s) (Instr. 3 and 4)				(Instr. 4)
Common S	itock			07/05/	2012			С		22,929	,800	A	(1)	22,948	,252		I 1	By Sequoia Capital U.S. Growth Fund IV, LP ⁽²⁾
Common S	itock			07/05/	2012			С		995,2	280	A	(1)	996,0)92		I 1	By Sequoia Capital USGF Principals Fund IV, LP ⁽²⁾
Common S	itock													337,5	500		I]	By SC US GF V Holdings, Ltd. ⁽³⁾
			Table II -				ities Acqı warrants							vned				
Derivative Conversion Date Execution I Security or Exercise (Month/Day/Year) if any		3A. Deemed Execution Date	4. Transaction Code (Instr.		5. Number of 6. Derivative		6. Date Exercisa Expiration Date Month/Day/Year		able and 7. Title and Amou		unt of rlying	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported	re es ally g d	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code	v	(A)		Date Exercisable		xpiration ate	Title		unt or ber of es		Transact (Instr. 4)			
Series D Convertible Preferred Stock	(1)	07/05/2012		С			2,866,225	(1)		(1)	Commo Stock	22,9	929,800	(1)	0		I	By Sequoia Capital U.S. Growth Fund IV, LP ⁽²⁾
Series D Convertible Preferred Stock	(1)	07/05/2012		С			124,410	(1)		(1)	Commo	¹ 99	5,280	(1)	0		I	By Sequoia Capital USGF Principals Fund IV, LP ⁽²⁾
1. Name and		Reporting Person*		·														

(Middle)

94025

(Last)

4-250

(Street)

MENLO PARK

3000 SAND HILL ROAD

(First)

CA

	(State)	(Zip)
1. Name and Address of SCGF IV MAN	of Reporting Person* NAGEMENT LP	
(Last) 3000 SAND HILL 4-250	(First) ROAD	(Middle)
(Street) MENLO PARK	CA	94025
(City)	(State)	(Zip)
1. Name and Address of SEQUOIA CA		TH FUND IV LP
(Last) 3000 SAND HILL 4-250	(First) ROAD	(Middle)
(Street) MENLO PARK	CA	94025
(City)	(State)	(Zip)
1. Name and Address SEQUOIA CA		NCIPALS FUND
(Last) 3000 SAND HILL 4-250	(First) ROAD	(Middle)
(Street) MENLO PARK	CA	94025
(City)	(State)	(Zip)
	of Reporting Person*	(Zip)
1. Name and Address	of Reporting Person* coldings, Ltd. (First)	(Zip)
1. Name and Address SC US GF V H (Last) 3000 SAND HILL	of Reporting Person* Coldings, Ltd. (First) ROAD	
1. Name and Address of SC US GF V H (Last) 3000 SAND HILL 4-250 (Street)	of Reporting Person* Coldings, Ltd. (First) ROAD	
1. Name and Address of SC US GF V H (Last) 3000 SAND HILL 4-250 (Street) MENLO PARK (City)	of Reporting Person* Coldings, Ltd. (First) ROAD CA (State) of Reporting Person*	(Middle)
1. Name and Address of SC US GF V H (Last) 3000 SAND HILL 4-250 (Street) MENLO PARK (City) 1. Name and Address of	of Reporting Person* Coldings, Ltd. (First) ROAD CA (State) of Reporting Person* gement, L.P. (First)	(Middle)
1. Name and Address of SC US GF V H (Last) 3000 SAND HILL 4-250 (Street) MENLO PARK (City) 1. Name and Address of SCGF V Manage (Last) 3000 SAND HILL 4-250	of Reporting Person* Coldings, Ltd. (First) ROAD CA (State) of Reporting Person* gement, L.P. (First) ROAD	(Middle)
1. Name and Address of SC US GF V H (Last) 3000 SAND HILL 4-250 (Street) MENLO PARK (City) 1. Name and Address of SCGF V Manage (Last) 3000 SAND HILL 4-250 (Street)	of Reporting Person* Coldings, Ltd. (First) ROAD CA (State) of Reporting Person* gement, L.P. (First) ROAD	(Middle) (Zip) (Middle)
1. Name and Address of SC US GF V H (Last) 3000 SAND HILL 4-250 (Street) MENLO PARK (City) 1. Name and Address of SCGF V Manage (Last) 3000 SAND HILL 4-250 (Street) MENLO PARK (City)	of Reporting Person* Coldings, Ltd. (First) ROAD CA (State) of Reporting Person* gement, L.P. (First) ROAD CA (State) of Reporting Person*	(Middle) (Zip) (Middle)
1. Name and Address of SC US GF V H (Last) 3000 SAND HILL 4-250 (Street) MENLO PARK (City) 1. Name and Address of SCGF V Manage (Last) 3000 SAND HILL 4-250 (Street) MENLO PARK (City) 1. Name and Address of Company (City) 1. Name and Address of City) 1. Name and Address of City	of Reporting Person* Coldings, Ltd. (First) ROAD CA (State) of Reporting Person* gement, L.P. (First) ROAD CA (State) of Reporting Person* gement, L.P. (First) ROAD	(Middle) (Zip) (Middle)

<u>L.P.</u>		
(Last)	(First)	(Middle)
3000 SAND HILL	ROAD	
4-250		
(Street)		
MENLO PARK	CA	94025
(City)	(State)	(Zip)
		PRINCIPALS FUND
SEQUOIA CA V, L.P.	PITAL USGF	PRINCIPALS FUND
SEQUOIA CA V, L.P.	PITAL USGF	PRINCIPALS FUND
SEQUOIA CA V, L.P. (Last) 3000 SAND HILL	PITAL USGF	PRINCIPALS FUND
SEQUOIA CA V, L.P. (Last) 3000 SAND HILL 4-250	PITAL USGF (First) ROAD	PRINCIPALS FUND

(State)

(Zip)

Explanation of Responses:

(City)

1. Each share of Series D Convertible Preferred Stock converted into eight shares of common stock upon the completion of the Issuer's initial public offering and had no expiration date.

1. Each share of series D Convertible Prefered stock Converted into eight shales of collinion stock upon the Competition of the Institute Prefered Stock Convertible Prefered Stock Con

3. SC GF V TT, Ltd. ("SCGF V") is the sole general partner of SCGF V Management, L.P. ("SCGF V Management"), which is the sole general partner of each of Sequoia Capital US Growth Fund V, L.P. and Sequoia Capital USGF Principals Fund V, L.P. Sequoia Capital US Growth Fund V, L.P. and Sequoia Capital USGF Principals Fund V, L.P. together own 100% of the outstanding ordinary shares of SC US GF V Holdings, Ltd. As a result, Sequoia Capital US Growth Fund V, L.P., Sequoia Capital USGF Principals Fund V, L.P., SCGF V and SCGF V Management may be deemed to share voting and dispositive power with respect to the shares held by SC US GF V Holdings, Ltd. Each of the filing persons disclaims beneficial ownership of these securities except to the extent of its pecuniary interest therein, and the inclusion of these securities in this report shall not be deemed an admission of beneficial ownership of the reported securities for purposes of Section 16 or for any other purposes.

/s/ Douglas Leone, a Managing Director of SCGF GenPar Ltd	07/05/2012
/s/ Douglas Leone, a Managing Director of SCGF GenPar Ltd, the General Partner of SCGF IV Management, L.P.	07/05/2012
/s/ Douglas Leone, a Managing Director of SCGF GenPar Ltd, the General Partner of SCGF IV Management, L.P., the General Partner of Sequoia Capital U.S. Growth Fund IV, L.P.	07/05/2012
/s/ Douglas Leone, a Managing Director of SCGF GenPar Ltd, the General Partner of SCGF IV Management, L.P., the General Partner of Sequoia Capital	07/05/2012
USGF Principals Fund IV, L.P. /s/ Douglas Leone, Director of SC US GF V Holdings, Ltd.	07/05/2012
/s/ Douglas Leone, a Managing Director of SC GF V TT, Ltd., the General Partner of SCGF V Management, L.P	07/05/2012
/s/ Douglas Leone, a Managing Director of SC GF V TT, Ltd	07/05/2012
/s/ Douglas Leone, a Managing Director of SC GF V TT, Ltd., the General Partner of SCGF V Management, L.P., the General Partner of Sequoia Capital US Growth Fund V, L.P	07/05/2012
/s/ Douglas Leone, a Managing Director of SC GF V TT, Ltd., the General Partner of SCGF V Management, L.P., the General Partner of Sequoia Capital USGF Principals Fund V, L.P.	07/05/2012
** Signature of Reporting Person	Date

- * 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.