

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

1. Name and Address of Reporting Person* <u>SCGF GENPAR LTD</u> (Last) (First) (Middle) <u>3000 SAND HILL ROAD</u> <u>4-250</u> (Street) <u>MENLO PARK CA 94025</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>ServiceNow, Inc. [NOW]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>07/05/2012</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) Other (specify below) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person
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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	07/05/2012		C		22,929,800	A	(1)	22,948,252	I	By Sequoia Capital U.S. Growth Fund IV, LP ⁽²⁾
Common Stock	07/05/2012		C		995,280	A	(1)	996,092	I	By Sequoia Capital USGF Principals Fund IV, LP ⁽²⁾
Common Stock								337,500	I	By SC US GF V Holdings, Ltd. ⁽³⁾

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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Series D Convertible Preferred Stock	(1)	07/05/2012		C			2,866,225	(1)	(1)	Common Stock	22,929,800	(1)	0	I	By Sequoia Capital U.S. Growth Fund IV, LP ⁽²⁾
Series D Convertible Preferred Stock	(1)	07/05/2012		C			124,410	(1)	(1)	Common Stock	995,280	(1)	0	I	By Sequoia Capital USGF Principals Fund IV, LP ⁽²⁾

1. Name and Address of Reporting Person* <u>SCGF GENPAR LTD</u> (Last) (First) (Middle) <u>3000 SAND HILL ROAD</u> <u>4-250</u> (Street) <u>MENLO PARK CA 94025</u>

(City)	(State)	(Zip)
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1. Name and Address of Reporting Person*

[SCGF IV MANAGEMENT LP](#)

(Last)(First)(Middle)

3000 SAND HILL ROAD

4-250

(Street)

MENLO PARKCA94025

(City)	(State)	(Zip)
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1. Name and Address of Reporting Person*

[SEQUOIA CAPITAL US GROWTH FUND IV LP](#)

(Last)(First)(Middle)

3000 SAND HILL ROAD

4-250

(Street)

MENLO PARKCA94025

(City)	(State)	(Zip)
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1. Name and Address of Reporting Person*

[SEQUOIA CAPITAL USGF PRINCIPALS FUND IV LP](#)

(Last)(First)(Middle)

3000 SAND HILL ROAD

4-250

(Street)

MENLO PARKCA94025

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1. Name and Address of Reporting Person*

[SC US GF V Holdings, Ltd.](#)

(Last)(First)(Middle)

3000 SAND HILL ROAD

4-250

(Street)

MENLO PARKCA

(City)	(State)	(Zip)
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1. Name and Address of Reporting Person*

[SCGF V Management, L.P.](#)

(Last)(First)(Middle)

3000 SAND HILL ROAD

4-250

(Street)

MENLO PARKCA94025

(City)	(State)	(Zip)
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1. Name and Address of Reporting Person*

[SC GF V TT, Ltd.](#)

(Last)(First)(Middle)

3000 SAND HILL ROAD

4-250

(Street)

MENLO PARKCA94025

(City)	(State)	(Zip)
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(Zip)

* 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.