

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF  
SECURITIES

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

1. Name and Address of Reporting Person* <u>SCGF GENPAR LTD</u>	2. Date of Event Requiring Statement (Month/Day/Year) <u>06/28/2012</u>	3. Issuer Name <b>and</b> Ticker or Trading Symbol <u>ServiceNow, Inc. [ NOW ]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) _____ Other (specify below) _____	
		5. If Amendment, Date of Original Filed (Month/Day/Year)	
		6. Individual or Joint/Group Filing (Check Applicable Line)  Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person	
(Last) (First) (Middle) <u>3000 SAND HILL ROAD</u> <u>4-250</u>			
(Street) <u>MENLO PARK</u> <u>CA</u> <u>94025</u>			
(City) (State) (Zip)			

Table I - Non-Derivative Securities Beneficially Owned			
1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	18,452	I	By Sequoia Capital U.S. Growth Fund IV, LP <sup>(1)</sup>
Common Stock	812	I	By Sequoia Capital USGF Principals Fund IV, LP <sup>(1)</sup>
Common Stock	337,500	I	By SC US GF V Holdings, Ltd. <sup>(2)</sup>

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)					
1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Series D Convertible Preferred Stock	(3)	(3)	Common Stock	22,929,800 <sup>(4)</sup>	(3)
Series D Convertible Preferred Stock	(3)	(3)	Common Stock	995,280 <sup>(4)</sup>	(3)

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

(City)	(State)	(Zip)
1. Name and Address of Reporting Person*		
<a href="#">SEQUOIA CAPITAL US GROWTH FUND IV LP</a>		
<hr/>		
(Last)	(First)	(Middle)
<a href="#">3000 SAND HILL ROAD</a>		
<a href="#">4-250</a>		
<hr/>		
(Street)		
<a href="#">MENLO PARK</a>	<a href="#">CA</a>	<a href="#">94025</a>
<hr/>		
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*		
<a href="#">SEQUOIA CAPITAL USGF PRINCIPALS FUND IV LP</a>		
<hr/>		
(Last)	(First)	(Middle)
<a href="#">3000 SAND HILL ROAD</a>		
<a href="#">4-250</a>		
<hr/>		
(Street)		
<a href="#">MENLO PARK</a>	<a href="#">CA</a>	<a href="#">94025</a>
<hr/>		
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*		
<a href="#">SC US GF V Holdings, Ltd.</a>		
<hr/>		
(Last)	(First)	(Middle)
<a href="#">3000 SAND HILL ROAD</a>		
<a href="#">4-250</a>		
<hr/>		
(Street)		
<a href="#">MENLO PARK</a>	<a href="#">CA</a>	
<hr/>		
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*		
<a href="#">SCGF V Management, L.P.</a>		
<hr/>		
(Last)	(First)	(Middle)
<a href="#">3000 SAND HILL ROAD</a>		
<a href="#">4-250</a>		
<hr/>		
(Street)		
<a href="#">MENLO PARK</a>	<a href="#">CA</a>	<a href="#">94025</a>
<hr/>		
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*		
<a href="#">SC GF V TT, Ltd.</a>		
<hr/>		
(Last)	(First)	(Middle)
<a href="#">3000 SAND HILL ROAD</a>		
<a href="#">4-250</a>		
<hr/>		
(Street)		
<a href="#">MENLO PARK</a>	<a href="#">CA</a>	<a href="#">94025</a>
<hr/>		
(City)	(State)	(Zip)

1. Name and Address of Reporting Person*		
<a href="#">SEQUOIA CAPITAL U.S. GROWTH FUND V, L.P.</a>		
<hr/>		
(Last)	(First)	(Middle)
<a href="#">3000 SAND HILL ROAD</a>		

(City) (State) (Zip)

SEQUOIA CAPITAL USGF PRINCIPALS  
FUND V, L.P.

3000 SAND HILL ROAD  
4-250

(City) (State) (Zip)

4. Represents the number of shares of common stock issuable upon conversion of the Series D Convertible Preferred Stock on the terms specified in footnote (3).

/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. 06/28/2012

\* If the form is filed by more than one reporting person, see Instruction 5 (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.

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