

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>Sloutman Frank</u> <hr/> (Last) (First) (Middle) <u>C/O SERVICENOW, INC.</u> <u>4810 EASTGATE MALL</u> <hr/> (Street) <u>SAN DIEGO</u> <u>CA</u> <u>92121</u> <hr/> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>ServiceNow, Inc.</u> [<u>NOW</u>] <hr/> 3. Date of Earliest Transaction (Month/Day/Year) <u>02/05/2013</u> <hr/> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <div> <input checked="" type="checkbox"/> Director <div>10% Owner</div> </div> <div> <input checked="" type="checkbox"/> Officer (give title below) <div>Other (specify below)</div> </div> <div> <u>PRESIDENT & CEO</u> </div> <hr/> 6. Individual or Joint/Group Filing (Check Applicable Line) <div> <input checked="" type="checkbox"/> Form filed by One Reporting Person </div> <div> <input type="checkbox"/> Form filed by More than One Reporting Person </div>
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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	02/05/2013		S		12,500 ⁽¹⁾	D	\$29.5118 ⁽²⁾	37,500	I	By Frank Sloodman and Brenda L. Sloodman, as Co-Trustees of the CRB Irrevocable Trust, dtd 08/05/11
Common Stock	02/05/2013		S		12,500 ⁽¹⁾	D	\$29.4335 ⁽³⁾	37,500	I	By Frank Sloodman and Brenda L. Sloodman, as Co-Trustees of the TJB Irrevocable Trust, dtd 08/05/11
Common Stock								100,000	I	By Frank Sloodman and Brenda L. Sloodman, as Co-Trustees of the Sloodman Living Trust, dtd 09/08/99

**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)

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 Date (Month/Day/Year)	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	V (Instr. 8)	6A. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	7. Date Exercisable and Expiration Date (Month/Day/Year)	7. Date Exercisable and Expiration Date (Month/Day/Year)	7. Date Exercisable and Expiration Date (Month/Day/Year)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Ownership (Instr. 4)	
1. Represents the aggregate of sales effected on the same day at different prices. 2. Represents the weighted average sales price per share. The shares sold at prices ranging from \$29.41 to \$29.62 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. 3. Represents the weighted average sales price per share. The shares sold at prices ranging from \$29.39 to \$29.47 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.														
Remarks:														
/s/ Frank Sloodman by Ethan Christensen, Attorney-in-Fact														
02/07/2013														
** Signature of Reporting Person														
Date														
Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.														
* 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.