

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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> (Last) (First) (Middle) <u>C/O SERVICENOW, INC.</u> <u>4810 EASTGATE MALL</u> (Street) <u>SAN DIEGO</u> <u>CA</u> <u>92121</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>02/01/2013</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>PRESIDENT & CEO</u> 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person 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	02/01/2013		M ⁽¹⁾		20,000	A	\$2.6	20,000	D	
Common Stock	02/01/2013		s ⁽¹⁾		300 ⁽²⁾	D	\$26.485 ⁽³⁾	19,700	D	
Common Stock	02/01/2013		s ⁽¹⁾		6,100 ⁽²⁾	D	\$27.5044 ⁽⁴⁾	13,600	D	
Common Stock	02/01/2013		s ⁽¹⁾		13,600 ⁽²⁾	D	\$28.1561 ⁽⁵⁾	0	D	
Common Stock								100,000	I	By Frank Sloutman and Brenda L. Sloutman, as Co-Trustees of the Sloutman Living Trust, dtd 09/08/99
Common Stock								50,000	I	By Frank Sloutman and Brenda L. Sloutman, as Co-Trustees of the CRB Irrevocable Trust, dtd 08/05/11
Common Stock								50,000	I	By Frank Sloutman and Brenda L. Sloutman, as Co-Trustees of the TJB Irrevocable Trust, dtd 08/05/11

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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.