SEC Form 4	
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## FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person <sup>*</sup> Slootman Frank			2. Issuer Name <b>and</b> Ticker or Trading Symbol ServiceNow, Inc. [ NOW ]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
				X	Director	10% Owner			
(Last) (First) (Middle)		(Middle)	3. Date of Earliest Transaction (Month/Dav/Year)	Х	Officer (give title below)	Other (specify below)			
C/O SERVICENOW, INC.			02/01/2013		PRESIDENT &	CEO			
4810 EASTGATE MALL									
			4. If Amendment, Date of Original Filed (Month/Day/Year)		lividual or Joint/Group Filing (Check Applicable				
(Street)				Line)					
SAN DIEGO	CA	92121		X	Form filed by One Repor	ting Person			
	_				Form filed by More than One Reportin Person				
(City)	(State)	(Zip)							

## 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 Disposed Of	Acquired (D) (Instr.	(A) or . 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Common Stock	02/01/2013		<b>M</b> <sup>(1)</sup>		20,000	A	\$2.6	20,000	D	
Common Stock	02/01/2013		<b>S</b> <sup>(1)</sup>		<b>300</b> <sup>(2)</sup>	D	\$26.485 <sup>(3)</sup>	19,700	D	
Common Stock	02/01/2013		<b>S</b> <sup>(1)</sup>		<b>6,100</b> <sup>(2)</sup>	D	\$27.5044 <sup>(4)</sup>	13,600	D	
Common Stock	02/01/2013		<b>S</b> <sup>(1)</sup>		13,600 <sup>(2)</sup>	D	<b>\$28.1561</b> <sup>(5)</sup>	0	D	
Common Stock								100,000	I	By Frank Slootman and Brend L. Slootman as Co- Trustees of the Slootman Living Trust, dtd 09/08/99
Common Stock								50,000	I	By Frank Slootman and Brenc L. Slootman as Co- Trustees c the CRB Irrevocab Trust, dtd 08/05/11
Common Stock								50,000	I	By Frank Slootman and Brenc L. Slootman as Co- Trustees of the TJB Irrevocab Trust, dtd 08/05/11
	Table II - Derivative (e.g., puts	e Securities A , calls, warra						Owned	1	1

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	And the second s	aftive Transa Poules ( 8)	Secu Galls	Secu Acq (A) c Disp of (D	urities uired	LATER DAS Expiration Da (MANHADAS)	<del>୪୦</del> ୬୧୯୦୪୮, ଝ୍ରେnvertil	or Bean of Securit DenceAGA Derivative (Instr. 3 ar	Security	GWife 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)
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. Transa Code ( 8) Code	Instr.	5. Number of Derivative Securities (Apputted (A) or Disposed of (D) (Instr. 3, 4 and 5)		Expiration Da	xpiration Date Month/Day/Year) ate Expiration		7. Title and Amount of Securitiesr Underlying Number Derivative Security finger. 3 and Shares		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				
Employee Stock Option (Right to Buy)	\$2.6	02/01/2013		M <sup>(1)</sup>			20,000	(6)	05/05/2021	Common Stock	20,000	\$0	6,330,456	D	

## Explanation of Responses:

1. The sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.

2. Represents the aggregate of sales effected on the same day at different prices pursuant to the 10b5-1 trading plan noted in footnote (1).

3. Represents the weighted average sales price per share. The shares sold at prices ranging from \$25.86 to \$26.84 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.

4. Represents the weighted average sales price per share. The shares sold at prices ranging from \$26.90 to \$27.89 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.

5. Represents the weighted average sales price per share. The shares sold at prices ranging from \$27.90 to \$28.72 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.

6. The stock option grant vested as to 1/4th of the total number of shares on May 2, 2012 and thereafter shall vest as to 1/48th of the total number of shares in equal monthly installments.

<u>/s/ Frank Slootman by Ethan</u> Christensen, Attorney-in-Fact

02/05/2013

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $^{\ast}$  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.