FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

washington, D.C. 20549
STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPR	ROVAL
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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

			2. Issuer Name and ServiceNow,					5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner								
(Last) C/O SERVICE 2225 LAWSO		3. Date of Earliest 12/07/2021	Transac	ction (N	Month/Day/Ye			Officer (give title below)	below	(specify						
(Street) SANTA CLARA	CA	950)54 	4. If Amendment, Date of Original Filed (Month/Day/Year)							ividual or Joint/Group Filing (Check Applic Form filed by One Reporting Person Form filed by More than One Reportin Person					
(City)	(State)	(Zip														
		Table I		ive Securities		ired,					1	1	I			
1. Title of Securit	ty (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 D Of (D) (Instr. 3, 4 and 5)			osed	5. Amount of Securities Beneficially Owned Following Reported	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	Transaction(s) (Instr. 3 and 4)						
Common Stock	C		11/05/2021		G ⁽¹⁾	v	6,477	D	\$0		239,524	I	by Frederic B. Luddy Family Trust			
Common Stock	ζ		12/07/2021		S ⁽²⁾		231 ⁽³⁾	D	\$630.0043 ⁽⁴⁾		239,293	I	by Frederic B. Luddy Family Trust			
Common Stock	C		12/07/2021		S ⁽²⁾		298	D	\$633.8	33	238,995	I	by Frederic B. Luddy Family Trust			
Common Stock	ζ		12/07/2021		S ⁽²⁾		108 ⁽³⁾	D	\$635.2142 ⁽⁵⁾		238,887	I	by Frederic B. Luddy Family Trust			
Common Stock	S.		12/07/2021		S ⁽²⁾		250 ⁽³⁾	D	\$636.164	49 ⁽⁶⁾	238,637	I	by Frederic B. Luddy Family Trust			
Common Stock	ζ.		12/07/2021		S ⁽²⁾		401 ⁽³⁾	D	\$637.3883 ⁽⁷⁾		238,236	I	by Frederic B. Luddy Family Trust			
Common Stock	(12/07/2021		S ⁽²⁾		505 ⁽³⁾	D	\$638.747	73 ⁽⁸⁾	237,731	I	by Frederic B. Luddy Family Trust			

Table I	- Non-Derivati	ve Securities	Acqu	ired,	Disposed	d of, o	r Beneficially	Owned		
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code (8)	ction Instr.	Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following	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	Reported Transaction(s) (Instr. 3 and 4)		
Common Stock	12/07/2021		S ⁽²⁾		175 ⁽³⁾	D	\$641.4742 ⁽⁹⁾	237,556	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		391 ⁽³⁾	D	\$643.3152(10)	237,165	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		195 ⁽³⁾	D	\$645.238 ⁽¹¹⁾	236,970	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		635 ⁽³⁾	D	\$646.4809(12)	236,335	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		271 ⁽³⁾	D	\$647.7255(13)	236,064	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		937 ⁽³⁾	D	\$648.8274(14)	235,127	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		358 ⁽³⁾	D	\$649.5943(15)	234,769	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		567 ⁽³⁾	D	\$650.7985 ⁽¹⁶⁾	234,202	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		615 ⁽³⁾	D	\$651.7947(17)	233,587	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		216 ⁽³⁾	D	\$653.3285 ⁽¹⁸⁾	233,371	I	by Frederic B. Luddy Family Trust
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Table I	- Non-Derivati	ve Securities	Acqui	ired,	Disposed	of, o	r Beneficially	Owned		
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code (8)	ction Instr.	Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following	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	Reported Transaction(s) (Instr. 3 and 4)		
Common Stock	12/07/2021		S ⁽²⁾		272 ⁽³⁾	D	\$654.4806 ⁽¹⁹⁾	233,099	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		362 ⁽³⁾	D	\$656.1919(20)	232,737	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		101 ⁽³⁾	D	\$657.7486(21)	232,636	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		658 ⁽³⁾	D	\$659.3311(22)	231,978	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		671 ⁽³⁾	D	\$660.2093(23)	231,307	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		1,342 ⁽³⁾	D	\$661.6965(24)	229,965	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		1,580 ⁽³⁾	D	\$662.5847(25)	228,385	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		2,496 ⁽³⁾	D	\$663.4481 ⁽²⁶⁾	225,889	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		656(3)	D	\$664.4541 ⁽²⁷⁾	225,233	I	by Frederic B. Luddy Family Trust
Common Stock	12/07/2021		S ⁽²⁾		491 ⁽³⁾	D	\$665.9903(28)	224,742	I	by Frederic B. Luddy Family Trust
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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. Transa Code (8)		4. Securities Of (D) (Instr.		d (A) or Disposed 5)	5. Amount of Securities Beneficially Owned Following	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	Reported Transaction(s) (Instr. 3 and 4)				
Common Stock	12/07/2021		S ⁽²⁾		218 ⁽³⁾	D	\$667.1895 ⁽²⁹⁾	224,524	I	by Frederic B. Luddy Family Trust		
Common Stock	12/07/2021		S ⁽²⁾		29	D	\$633.83	38,671	I	by Luddy Family Dynasty Trust LLC		
Common Stock	12/07/2021		S ⁽²⁾		116 ⁽³⁾	D	\$638.1773(30)	38,555	I	by Luddy Family Dynasty Trust LLC		
Tabl	e II - Derivativ	e Securities A	cquir	ed, C	Disposed o	of, or I	Beneficially C) Wned				

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. Transa Code (8)		of Deriv	rities uired r osed) r. 3, 4	6. Date Exerc Expiration Da (Month/Day/V	ate	Secu Unde Deriv	unt of rities rlying ative rity (Instr.	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				

Explanation of Responses:

- 1. Represents shares donated to charity by the reporting person.
- $2. The transactions \ reported \ on this Form \ 4 \ were \ effected \ pursuant \ to \ a \ Rule \ 10b5-1 \ trading \ plan \ adopted \ by \ the \ Reporting \ Person.$
- 3. Represents the aggregate of sales effected on the same day at different prices pursuant to the 10b5-1 trading plan noted in footnote (2).
- 4. Represents the weighted average sales price per share. The shares sold at prices ranging from \$630.00 to \$630.01 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 \$634.895 to \$635.64 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. Represents the weighted average sales price per share. The shares sold at prices ranging from \$635.955 to \$636.84 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.
- 7. Represents the weighted average sales price per share. The shares sold at prices ranging from \$636.98 to \$637.77 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.
- 8. Represents the weighted average sales price per share. The shares sold at prices ranging from \$638.40 to \$639.33 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.
- 9. Represents the weighted average sales price per share. The shares sold at prices ranging from \$641.34 to \$641.61 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.

 10. Represents the weighted average sales price per share. The shares sold at prices ranging from \$643.105 to \$643.89 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.

 11. Represents the weighted average sales price per share. The shares sold at prices ranging from \$644.95 to \$645.82 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.
- 12. Represents the weighted average sales price per share. The shares sold at prices ranging from \$646.08 to \$646.86 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.
- 13. Represents the weighted average sales price per share. The shares sold at prices ranging from \$647.015 to \$647.995 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.
- 14. Represents the weighted average sales price per share. The shares sold at prices ranging from \$648.12 to \$649.00 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.
- 15. Represents the weighted average sales price per share. The shares sold at prices ranging from \$649.34 to \$650.26 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.
- 16. Represents the weighted average sales price per share. The shares sold at prices ranging from \$650.44 to \$651.285 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.
- 17. Represents the weighted average sales price per share. The shares sold at prices ranging from \$651.53 to \$652.40 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.
- 18. Represents the weighted average sales price per share. The shares sold at prices ranging from \$653.12 to \$654.015 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.
- 19. Represents the weighted average sales price per share. The shares sold at prices ranging from \$654.14 to \$654.715 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.
- 20. Represents the weighted average sales price per share. The shares sold at prices ranging from \$655.71 to \$656.535 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.
- 21. Represents the weighted average sales price per share. The shares sold at prices ranging from \$657.69 to \$658.145 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.
- 22. Represents the weighted average sales price per share. The shares sold at prices ranging from \$658.795 to \$659.70 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.

 23. Represents the weighted average sales price per share. The shares sold at prices ranging from \$659.84 to \$660.675 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.
- 24. Represents the weighted average sales price per share. The shares sold at prices ranging from \$661.17 to \$662.16 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.

- 25. Represents the weighted average sales price per share. The shares sold at prices ranging from \$662.175 to \$662.955 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.
- 26. Represents the weighted average sales price per share. The shares sold at prices ranging from \$663.23 to \$664.09 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.
- 27. Represents the weighted average sales price per share. The shares sold at prices ranging from \$664.235 to \$664.905 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.
- 28. Represents the weighted average sales price per share. The shares sold at prices ranging from \$665.49 to \$666.36 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.
- 29. Represents the weighted average sales price per share. The shares sold at prices ranging from \$666.985 to \$667.52 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.
- 30. Represents the weighted average sales price per share. The shares sold at prices ranging from \$637.97 to \$638.935 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

Form 1 of 2

/s/ Frederic B. Luddy by Russell S. Elmer, Attorney-in- 12/08/2021 Fact

** 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.