

Sloodman Frank
Form 3
June 28, 2012

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *

Å Sloodman Frank
(Last) (First) (Middle)

C/O SERVICENOW,
INC., Å 12225 EL CAMINO
REAL, SUITE 100

(Street)

SAN DIEGO, Å CA Å 92130

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)
06/28/2012

3. Issuer Name and Ticker or Trading Symbol
ServiceNow, Inc. [NOW]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer Other
(give title below) (specify below)
PRESIDENT & CEO

5. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

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	100,000	I	By Frank Sloodman and Brenda L. Sloodman, as Co-Trustees of the Sloodman Living Trust, dtd 09/08/99
Common Stock	50,000	I	By Frank Sloodman and Brenda L. Sloodman, as Co-Trustees of the CRB Irrevocable Trust, dtd 08/05/11
Common Stock	50,000	I	By Frank Sloodman and Brenda L. Sloodman, as Co-Trustees of the TJB Irrevocable Trust, dtd 08/05/11

Edgar Filing: Sloodman Frank - Form 3

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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 control number.

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)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Employee Stock Option (Right to Buy)	Â (1)(2)	05/05/2021	Common Stock	6,350,456 \$ 2.6	D Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Sloodman Frank C/O SERVICENOW, INC. 12225 EL CAMINO REAL, SUITE 100 SAN DIEGO, CA 92130	Â X	Â	Â PRESIDENT & CEO	Â

Signatures

/s/ Frank Sloodman by Ethan Christensen,
Attorney-in-Fact 06/28/2012

**Signature of Reporting Person Date

Explanation of Responses:

- * 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).
- (1) Immediately exercisable.
- (2) 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.

Â
Remarks:
 ExhibitÂ ListÂ -Â ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.