

LUDDY FREDERIC B  
Form 4  
February 08, 2018

# 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 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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
LUDDY FREDERIC B

(Last) (First) (Middle)

C/O SERVICENOW, INC., 2225  
LAWSON LANE

(Street)

SANTA CLARA, CA 95054

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/06/2018

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

☒ Director ☐ 10% Owner  
☐ Officer (give title below) ☐ Other (specify below)

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 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 (D)	Price	
Common Stock	02/06/2018		S <sup>(1)</sup>	300	<sup>(2)</sup>	D \$ 144.14 <sup>(3)</sup>	1,051,375 I by Frederic B. Luddy Family Trust
Common Stock	02/06/2018		S <sup>(1)</sup>	7,157	<sup>(2)</sup>	D \$ 145.3664 <sup>(4)</sup>	1,044,218 I by Frederic B. Luddy Family Trust
Common Stock	02/06/2018		S <sup>(1)</sup>	3,960	<sup>(2)</sup>	D \$ 146.346 <sup>(5)</sup>	1,040,258 I by Frederic

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Common Stock	02/06/2018	S <sup>(1)</sup>	4,300 (2)	D	\$ 147.3815 (6)	1,035,958	I	B. Luddy Family Trust  by Frederic B. Luddy Family Trust
Common Stock	02/06/2018	S <sup>(1)</sup>	3,883 (2)	D	\$ 148.4647 (7)	1,032,075	I	by Frederic B. Luddy Family Trust
Common Stock	02/06/2018	S <sup>(1)</sup>	400 (2)	D	\$ 149.005 (8)	1,031,675	I	by Frederic B. Luddy Family Trust
Common Stock	02/06/2018	S <sup>(1)</sup>	1,100 (2)	D	\$ 144.7582 (9)	248,900	I	by Luddy Family Dynasty Trust LLC
Common Stock	02/06/2018	S <sup>(1)</sup>	4,200 (2)	D	\$ 145.5295 (10)	244,700	I	by Luddy Family Dynasty Trust LLC
Common Stock	02/06/2018	S <sup>(1)</sup>	2,200 (2)	D	\$ 146.5114 (11)	242,500	I	by Luddy Family Dynasty Trust LLC
Common Stock	02/06/2018	S <sup>(1)</sup>	2,800 (2)	D	\$ 147.5532 (12)	239,700	I	by Luddy Family Dynasty Trust LLC
Common Stock	02/06/2018	S <sup>(1)</sup>	2,200 (2)	D	\$ 148.6027 (13)	237,500	I	by Luddy Family Dynasty Trust LLC
Common Stock						240,000 (14)	D	

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

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SEC 1474  
(9-02)

**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 Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Report Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
LUDDY FREDERIC B C/O SERVICENOW, INC. 2225 LAWSON LANE SANTA CLARA, CA 95054	X

## Signatures

/s/ Frederic B. Luddy by Derk Lupinek,  
Attorney-in-Fact

02/08/2018

\_\_\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* 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).
- (1) The transactions 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).  
Represents the weighted average sales price per share. The shares sold at prices ranging from \$143.73 to \$144.66 per share. Full
- (3) 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 \$144.87 to \$145.86 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

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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 \$145.87 to \$146.86 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.
- (6) Represents the weighted average sales price per share. The shares sold at prices ranging from \$146.88 to \$147.86 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.
- (7) Represents the weighted average sales price per share. The shares sold at prices ranging from \$147.96 to \$148.94 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 \$148.98 to \$149.08 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 \$144.03 to \$144.99 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 \$145.04 to \$145.96 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 \$146.04 to \$146.96 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 \$147.11 to \$148.06 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 \$148.20 to \$149.10 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) The Reporting Person no longer beneficially owns shares previously reported as indirectly owned through his spouse.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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