

LUDDY FREDERIC B  
Form 4  
December 19, 2018

**FORM 4**

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

OMB APPROVAL

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**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

(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)  
12/17/2018

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	12/17/2018		S <sup>(1)</sup>	2,383 <sup>(2)</sup> D \$ 171.1348 <sup>(3)</sup>	122,617	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018		S <sup>(1)</sup>	2,700 <sup>(2)</sup> D \$ 172.0419 <sup>(4)</sup>	119,917	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018		S <sup>(1)</sup>	600 <sup>(2)</sup> D \$ 173.0017	119,317	I	by Luddy Family

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					<u>(5)</u>			Dynasty Trust LLC
Common Stock	12/17/2018	<u>S<sup>(1)</sup></u>	<u>1,200<sup>(2)</sup></u>	D	\$ <u>174.2592<sup>(6)</sup></u>	118,117	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	<u>S<sup>(1)</sup></u>	<u>1,700<sup>(2)</sup></u>	D	\$ <u>175.3359<sup>(7)</sup></u>	116,417	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	<u>S<sup>(1)</sup></u>	<u>3,417<sup>(2)</sup></u>	D	\$ <u>176.0942<sup>(8)</sup></u>	113,000	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	<u>S<sup>(1)</sup></u>	<u>200<sup>(2)</sup></u>	D	\$ <u>177.23<sup>(9)</sup></u>	112,800	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	<u>S<sup>(1)</sup></u>	<u>200<sup>(2)</sup></u>	D	\$ <u>178.485<sup>(10)</sup></u>	112,600	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	<u>S<sup>(1)</sup></u>	100	D	\$ 179.89	112,500	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	<u>S<sup>(1)</sup></u>	<u>4,124<sup>(2)</sup></u>	D	\$ <u>171.1828<sup>(11)</sup></u>	847,551	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018	<u>S<sup>(1)</sup></u>	<u>3,900<sup>(2)</sup></u>	D	\$ <u>172.0564<sup>(12)</sup></u>	843,651	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018	<u>S<sup>(1)</sup></u>	<u>1,200<sup>(2)</sup></u>	D	\$ <u>173.0567<sup>(13)</sup></u>	842,451	I	by Frederic B. Luddy

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Common Stock	12/17/2018		S <sup>(1)</sup>	<u>1,823</u> <sup>(2)</sup>	D	\$ <u>174.2416</u> <sup>(14)</sup>	840,628	I	Family Trust by Frederic B. Luddy Family Trust
Common Stock	12/17/2018		S <sup>(1)</sup>	<u>2,939</u> <sup>(2)</sup>	D	\$ <u>175.405</u> <sup>(7)</sup>	837,689	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018		S <sup>(1)</sup>	<u>5,114</u> <sup>(2)</sup>	D	\$ <u>176.1232</u> <sup>(8)</sup>	832,575	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018		S <sup>(1)</sup>	<u>400</u> <sup>(2)</sup>	D	\$ <u>177.105</u> <sup>(15)</sup>	832,175	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018		S <sup>(1)</sup>	<u>300</u> <sup>(2)</sup>	D	\$ <u>178.5433</u> <sup>(16)</sup>	831,875	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018		S <sup>(1)</sup>	<u>200</u>	D	\$ <u>179.89</u>	831,675	I	by Frederic B. Luddy Family Trust
Common Stock							282,383	D	

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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying	8. Price of Derivative Security	9. Nu Deriv Secur
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Securities (Instr. 3 and 4)	(Instr. 5)	Bene	Own	Follo	Repo	Trans	(Instr
Code	V	(A)	(D)	Date	Expiration	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	12/19/2018
**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 \$170.61 to \$171.57 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.
- (3) Represents the weighted average sales price per share. The shares sold at prices ranging from \$171.63 to \$172.62 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 \$172.64 to \$173.57 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 \$173.72 to \$174.55 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 \$174.73 to \$175.72 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.
- (7) Represents the weighted average sales price per share. The shares sold at prices ranging from \$175.73 to \$176.70 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.
- (8) Represents the weighted average sales price per share. The shares sold at prices ranging from \$175.73 to \$176.70 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.

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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 \$177.05 to \$177.41 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 \$178.26 to \$178.71 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 \$170.61 to \$171.58 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 \$171.63 to \$172.61 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.

(13) Represents the weighted average sales price per share. The shares sold at prices ranging from \$172.67 to \$173.58 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 \$173.71 to \$174.60 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 \$176.87 to \$177.41 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 \$178.23 to \$178.83 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.

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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