JOSEFSBERG ARNE

Form 4 March 05, 2013

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287

Expires: January 31, 2005

Estimated average burden hours per response... 0.5

if no longer subject to Section 16. Form 4 or Form 5

Check this box

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Form 5 obligations may continue. See Instruction 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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * JOSEFSBERG ARNE	2. Issuer Name and Ticker or Trading Symbol ServiceNow, Inc. [NOW]	5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (Middle) C/O SERVICENOW, INC., 4810 EASTGATE MALL	3. Date of Earliest Transaction (Month/Day/Year) 03/01/2013	(Check all applicable) Director 10% OwnerX_ Officer (give title Other (specify below) CHIEF TECHNOLOGY OFFICER			
(Street) SAN DIEGO, CA 92121	4. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			

(City)	(State)	${\bf (Zip)} \qquad \qquad {\bf Table~I-Non-Derivative~Securities~Acquired, Disposed~of, or~Beneficially~Owned}$							
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securitie onDisposed o (Instr. 3, 4	f (D)	uired (A) or	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)
Common Stock	03/01/2013		M(1)	100,000	A	\$ 3	134,656	D	
Common Stock	03/01/2013		S(1)	92,800 (2)	D	\$ 32.4043 (3)	41,856	D	
Common Stock	03/01/2013		S <u>(1)</u>	7,200 (2)	D	\$ 32.8016 (4)	34,656	D	

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

Persons who respond to the collection of information contained in this form are not (9-02)

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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. Transactic Code (Instr. 8)	5. Number of on Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Expiration Date (Month/Day/Year) or D)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount Number Shares
Employee Stock Option (Right to Buy)	\$ 3	03/01/2013		M <u>(1)</u>		100,000	(5)(6)	09/21/2021	Common Stock	100,00

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

JOSEFSBERG ARNE C/O SERVICENOW, INC. 4810 EASTGATE MALL SAN DIEGO, CA 92121

CHIEF TECHNOLOGY OFFICER

Signatures

/s/ Arne Josefsberg by Ethan Christensen, Attorney-in-Fact

03/05/2013

**Signature of Reporting Person

Commission, the Issuer, or a security holder of the Issuer.

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 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).
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$31.69 to \$32.68 per share. Full information (3) 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.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$32.69 to \$32.99 per share. Full information (4) regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange

(5) Immediately exercisable.

Reporting Owners 2

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(6) The stock option grant shall vest as to 1/4th of the total number of shares on September 19, 2012 and thereafter shall vest as to 1/48th of the total number of shares in equal monthly installments.

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.