

JOSEFSBERG ARNE  
Form 4  
February 05, 2013

**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  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
JOSEFSBERG ARNE

(Last) (First) (Middle)

C/O SERVICENOW, INC., 4810  
EASTGATE MALL

(Street)

SAN DIEGO, CA 92121

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading  
Symbol

ServiceNow, Inc. [NOW]

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

02/01/2013

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)

CHIEF TECHNOLOGY OFFICER

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ 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<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock                       | 02/01/2013                              |                                                             | M <sup>(1)</sup>                     | 83,332 A                                                                | \$ 3 84,656 <sup>(2)</sup>                                                                                         | D                                                                       |                                                                   |
| Common<br>Stock                       | 02/01/2013                              |                                                             | S <sup>(1)</sup>                     | 1,400 <sup>(3)</sup> D                                                  | \$ 26.4896 83,256 <sup>(4)</sup>                                                                                   | D                                                                       |                                                                   |
| Common<br>Stock                       | 02/01/2013                              |                                                             | S <sup>(1)</sup>                     | 22,900 <sup>(3)</sup> D                                                 | \$ 27.5677 60,356 <sup>(5)</sup>                                                                                   | D                                                                       |                                                                   |
| Common<br>Stock                       | 02/01/2013                              |                                                             | S <sup>(1)</sup>                     | 25,700 <sup>(3)</sup> D                                                 | \$ 28.2646 34,656 <sup>(6)</sup>                                                                                   | D                                                                       |                                                                   |

# Edgar Filing: JOSEFSBERG ARNE - Form 4

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 required to respond unless the form displays a currently valid OMB control number.**

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V (A) (D)                                                                                                    | Date<br>Exercisable<br>Expiration<br>Date                      | Title<br>Amount<br>or<br>Number<br>of Shares                        |
| Employee<br>Stock<br>Option<br>(Right to<br>Buy)    | \$ 3                                                               | 02/01/2013                              |                                                             | M <sup>(1)</sup>                     | 83,332                                                                                                       | <sup>(8)</sup> (7) 09/21/2021                                  | Common<br>Stock 83,332                                              |

## Reporting Owners

| Reporting Owner Name / Address                                                       | Relationships                                          |
|--------------------------------------------------------------------------------------|--------------------------------------------------------|
| JOSEFSBERG ARNE<br>C/O SERVICENOW, INC.<br>4810 EASTGATE MALL<br>SAN DIEGO, CA 92121 | Director 10% Owner Officer<br>CHIEF TECHNOLOGY OFFICER |

## Signatures

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

02/05/2013

\_\_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 sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.

(2) Includes 1,324 shares acquired under the Issuer's Employee Stock Purchase Plan on January 31, 2013.

(3) Represents the aggregate of sales effected on the same day at different prices pursuant to the 10b5-1 trading plan noted in footnote (1).

(4)

## Edgar Filing: JOSEFSBERG ARNE - Form 4

Represents the weighted average sales price per share. The shares sold at prices ranging from \$25.98 to \$26.96 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.

- (5) Represents the weighted average sales price per share. The shares sold at prices ranging from \$26.99 to \$27.98 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 \$27.99 to \$28.69 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) Immediately exercisable.

- (8) 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.