

Sloodman Frank  
Form 3  
June 28, 2012

# FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

## 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

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

(Print or Type Responses)

1. Name and Address of Reporting  
Person \*

Â Sloodman Frank  
(Last) (First) (Middle)

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

(Street)

SAN DIEGO,Â CAÂ 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

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

(Check all applicable)

☒ Director ☐ 10% Owner

☒ Officer ☐ Other  
(give title below) (specify below)

PRESIDENT & CEO

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

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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.

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### 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.