

MOORES JOHN J  
Form 3  
June 28, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**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

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
MOORES JOHN J		(Month/Day/Year)	ServiceNow, Inc. [NOW]	
(Last)	(First)	(Middle)	06/28/2012	
111 CONGRESS AVENUE, SUITE 2600			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
AUSTIN, TX 78701			<input checked="" type="checkbox"/> Director	<input checked="" type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
				6. Individual or Joint/Group Filing(Check Applicable Line)
				<input checked="" type="checkbox"/> Form filed by One Reporting Person
				<input type="checkbox"/> 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	24,068	I	See footnote <u>(4)</u> <u>(5)</u> <u>(12)</u>
Common Stock	8,434	I	See footnote <u>(6)</u> <u>(7)</u> <u>(12)</u>
Common Stock	150	I	See footnote <u>(8)</u> <u>(12)</u>
Common Stock	7,846	I	See footnote <u>(9)</u> <u>(10)</u> <u>(12)</u>
Common Stock	3,819	I	See footnote <u>(11)</u> <u>(12)</u>

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

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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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			
Series A Convertible Preferred Stock	Â <u>(1)</u>	Â <u>(1)</u>	Common Stock	10,000,000	\$ <u>(1)</u>	I	See footnote <u>(4)</u> <u>(5)</u> <u>(12)</u>
Series A Convertible Preferred Stock	Â <u>(1)</u>	Â <u>(1)</u>	Common Stock	3,503,760	\$ <u>(1)</u>	I	See footnote <u>(6)</u> <u>(7)</u> <u>(12)</u>
Series A Convertible Preferred Stock	Â <u>(1)</u>	Â <u>(1)</u>	Common Stock	62,400	\$ <u>(1)</u>	I	See footnote <u>(8)</u> <u>(12)</u>
Series A Convertible Preferred Stock	Â <u>(1)</u>	Â <u>(1)</u>	Common Stock	3,260,000	\$ <u>(1)</u>	I	See footnote <u>(9)</u> <u>(10)</u> <u>(12)</u>
Series A Convertible Preferred Stock	Â <u>(1)</u>	Â <u>(1)</u>	Common Stock	1,586,920	\$ <u>(1)</u>	I	See footnote <u>(11)</u> <u>(12)</u>
Series B Convertible Preferred Stock	Â <u>(2)</u>	Â <u>(2)</u>	Common Stock	15,954,544	\$ <u>(2)</u>	I	See footnote <u>(4)</u> <u>(5)</u> <u>(12)</u>
Series B Convertible Preferred Stock	Â <u>(2)</u>	Â <u>(2)</u>	Common Stock	5,590,088	\$ <u>(2)</u>	I	See footnote <u>(6)</u> <u>(7)</u> <u>(12)</u>
Series B Convertible Preferred Stock	Â <u>(2)</u>	Â <u>(2)</u>	Common Stock	99,560	\$ <u>(2)</u>	I	See footnote <u>(8)</u> <u>(12)</u>
Series B Convertible Preferred Stock	Â <u>(2)</u>	Â <u>(2)</u>	Common Stock	5,201,184	\$ <u>(2)</u>	I	See footnote <u>(9)</u> <u>(10)</u> <u>(12)</u>
Series B Convertible Preferred Stock	Â <u>(2)</u>	Â <u>(2)</u>	Common Stock	2,531,856	\$ <u>(2)</u>	I	See footnote <u>(11)</u> <u>(12)</u>
Series C Convertible Preferred Stock	Â <u>(3)</u>	Â <u>(3)</u>	Common Stock	3,934,424	\$ <u>(3)</u>	I	See footnote <u>(4)</u> <u>(5)</u> <u>(12)</u>
Series C Convertible Preferred Stock	Â <u>(3)</u>	Â <u>(3)</u>	Common Stock	1,378,528	\$ <u>(3)</u>	I	See footnote <u>(6)</u> <u>(7)</u> <u>(12)</u>
Series C Convertible Preferred Stock	Â <u>(3)</u>	Â <u>(3)</u>	Common Stock	24,552	\$ <u>(3)</u>	I	See footnote <u>(8)</u> <u>(12)</u>
Series C Convertible Preferred Stock	Â <u>(3)</u>	Â <u>(3)</u>	Common Stock	1,282,624	\$ <u>(3)</u>	I	See footnote <u>(9)</u> <u>(10)</u> <u>(12)</u>
Series C Convertible Preferred Stock	Â <u>(3)</u>	Â <u>(3)</u>	Common Stock	149,664	\$ <u>(3)</u>	I	See footnote <u>(11)</u> <u>(12)</u>

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other



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(9) As of the date hereof, JMI Participating Partners ("Participating Partners") owns 7,846 shares of Common Stock, 407,500 Series A Shares, 650,148 Series B Shares and 160,328 Series C Shares. Mr. Moores is a member of El Camino Advisors, LLC, the managing general partner of Participating Partners and a co-trustee and settlor of the Trusts, each a partner of Participating Partners. Mr. Moores disclaims Section 16 beneficial ownership of the shares of Common Stock, Series A Shares, Series B Shares and Series C Shares held by Participating Partners (collectively, the "Participating Partners Shares") and this report shall not be deemed an admission that such reporting person is the beneficial owner of such Participating Partners Shares, except to the extent of his pecuniary interest, if any, in the Participating Partner Shares by virtue of his partnership interest in Participating Partners and his position as a co-trustee of the Trusts (Continued in footnote 10).

(10) (Continued from footnote 9) Investment decisions by each of the Trusts are made by a majority vote of the co-trustees and the Trusts are irrevocable.

(11) As of the date hereof, JMI Services, LLC ("Services") owns 3,819 shares of Common Stock, 198,365 Series A Shares, 316,482 Series B Shares and 18,708 Series C Shares. JMTX Manager, Inc. is the manager of Services and Mr. Moores owns all of the membership interest in Services and all of the stock of in JMTX Manager, Inc. Mr. Moores disclaims Section 16 beneficial ownership of the shares of Common Stock, Series A Shares, Series B Shares and Series C Shares held by Services (collectively, the "Services Shares") and this report shall not be deemed an admission that such reporting person is the beneficial owner of such Services Shares, except to the extent of his pecuniary interest in the Services Shares by virtue of his membership interest in Services and his equity interest in JMTX Manager, Inc.

(12) Charles E. Noell III, a managing member of JMI Associates V, L.L.C. and JMI Associates IV, L.L.C., an officer of JMI Equity Side Associates, L.L.C., a member of El Camino Advisors, LLC, and director and officer of JMTX Manager, Inc., and Paul V. Barber, a managing member of JMI Associates V, L.L.C. and JMI Associates IV, L.L.C. and an officer of JMI Equity Side Associates, L.L.C., each serve as the representatives of John J. Moores on the Issuer's board of directors.

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.