

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001603028
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer Baidu, Inc.
SEC File Number 000-51469
Address of Issuer BAIDU CAMPUS, NO. 10 SHANGDI 10TH STREET
HAIDIAN DISTRICT
BEIJING
CHINA
100085
Phone (86-10) 5992 8888
Name of Person for Whose Account the Securities are To Be Sold Callinicos Brent

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director
Relationship to Issuer COMPANY DIRECTOR

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
AMERICAN DEPOSITORY SHARES	GEORGESON SECURITIES CORPORATION 144 FERNWOOD AVE EDISON NJ 08837	8788	1106848.60	2837000000	05/29/2023	NASDAQ

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired	Is this a Gift?	Date Donor Acquired	Amount of Securities Acquired	Date of Payment	Nature of Payment *
AMERICAN DEPOSITORY SHARES	05/29/2023	VESTING RESTRICTED SHARES UNDER INCENTIVE PLAN	BAIDU INC	<input type="checkbox"/>		8788	05/29/2023	NA

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
BRENT CALLINICOS NO 10 SHANGDI 10TH STREET HAIDIAN DISTRICT BEIJING F4 100085	AMERICAN DEPOSITORY SHARES	02/24/2023	2680	352891.32
BRENT CALLINICOS NO 10 SHANGDI 10TH STREET HAIDIAN DISTRICT BEIJING F4 100085	AMERICAN DEPOSITORY SHARES	02/27/2023	1993	275034.00
BRENT CALLINICOS NO 10 SHANGDI 10TH STREET HAIDIAN DISTRICT BEIJING F4 100085	AMERICAN DEPOSITORY SHARES	05/18/2023	498	63121.50

144: Remarks and Signature

Remarks NUMBER OF SHARES OUTSTANDING CONSIST OF CLASS A AND CLASS B ORDINARY SHARES
NATURE OF ACQUISITION CONTAINS SHARES UNDER THE 2008 AND 2018 SHARE INCENTIVE
PLANS DATE OF PAYMENT AND NATURE OF PAYMENT ARE NA

Date of Notice 05/29/2023

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature CONFORMED SIGNATURE ON FILE

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)