

August 4, 2023

Julius Rong Luo
Chief Financial Officer
Baidu, Inc.
Baidu Campus
No. 10 Shangdi 10th Street
Haidian District, Beijing 100085
The People's Republic of China

Re: Baidu, Inc.
Form 20-F for the
File No. 000-51469

Fiscal Year Ended December 31, 2022

Dear Julius Rong Luo:

We have limited our review of your filing to the submission and/or disclosures as required by Item 16I of Form 20-F and have the following comments. In some of our comments, we may ask you to provide us with information so we may better understand your disclosure.

Please respond to these comments within ten business days by providing the requested information or advise us as soon as possible when you will respond.

After reviewing your response to these comments, we may have additional comments.

Form 20-F for the Fiscal Year Ended December 31, 2022

Item 16I. Disclosure Regarding Foreign Jurisdictions that Prevent Inspections, page 222

1. We note your statement that you reviewed your register of members and public filings made by your shareholders in connection with your required submission under paragraph (a). Please supplementally describe any additional materials that were reviewed and tell us whether you relied upon any legal opinions or third party certifications such as affidavits as the basis for your submission. In your response, please provide a similarly detailed discussion of the materials reviewed and legal opinions or third party certifications relied upon in connection with the required disclosures under paragraphs (b)(2) and (3).

2. We note that your disclosures pursuant to Items 16I(b)(2), (b)(3), and (b)(5) are provided for Baidu, Inc. or the VIEs. We also note that your list of subsidiaries in Exhibit 8.1 appears to indicate that you have subsidiaries in Hong Kong and countries outside China

Julius Rong Luo
Baidu, Inc.
August 4, 2023
Page 2

that are not included in your VIEs. Please note that Item 16I(b) requires that you provide disclosures for yourself and your consolidated foreign operating entities, including variable interest entities or similar structures.

With respect to (b)(2), please supplementally clarify the jurisdictions in which your consolidated foreign operating entities are organized or incorporated and provide the percentage of your shares or the shares of your consolidated operating entities owned by governmental entities in each foreign jurisdiction in which you

have consolidated operating entities in your supplemental response.

With respect to (b)(3) and (b)(5), please provide the required information for you and

all of your consolidated foreign operating entities in your supplemental response.

3. In order to clarify the scope of your review, please supplementally describe the steps you

have taken to confirm that none of the members of your board or the boards of your

consolidated foreign operating entities are officials of the Chinese Communist Party. For

instance, please tell us how the board members current or prior memberships on, or

affiliations with, committees of the Chinese Communist Party factored into your

determination. In addition, please tell us whether you have relied upon third party

certifications such as affidavits as the basis for your disclosure.

4. With respect to your disclosure pursuant to Item 16I(b)(5), we note that you have included

language that such disclosure is to our knowledge. Please supplementally confirm

without qualification, if true, that your articles and the articles of your consolidated

foreign operating entities do not contain wording from any charter of the Chinese

Communist Party.

We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Please contact Jimmy McNamara at 202-551-7349 or Christopher Dunham at 202-551-3783 with any questions.

FirstName LastNameJulius Rong Luo

Corporation Finance
Comapany NameBaidu, Inc.

Program
August 4, 2023 Page 2
cc: Shu Du
FirstName LastName

Sincerely,

Division of

Disclosure Review