

Li Yanhong Robin  
Form SC 13G/A  
February 08, 2013

# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## Schedule 13G

(Rule 13d-102)

Information to Be Included in Statements Filed Pursuant to Rules 13d-1 (b), (c) and (d) and

Amendments Thereto Filed Pursuant To 13d-2

Under the Securities Exchange Act of 1934

(Amendment No. 7)\*

## Baidu, Inc.

(Name of Issuer)

Class A Ordinary Shares

Class B Ordinary Shares

(Title of Class of Securities)

G07034104

(CUSIP Number)

December 31, 2012

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page. The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1 Name of Reporting Person

Robin Yanhong Li

2 Check the Appropriate Box if a Member of a Group

(a) " (b) "

3 SEC Use Only

4 Citizenship or Place of Organization

The People's Republic of China

5 Sole Voting Power

Number of Shares 5,581,324<sup>1</sup> ordinary shares. Handsome Reward Limited may also be deemed to have sole voting power with respect to 5,490,000 ordinary shares.  
6 Shared Voting Power

Beneficially

Owned by Each 0  
7 Sole Dispositive Power

Reporting

Person 5,581,324<sup>1</sup> ordinary shares. Handsome Reward Limited may also be deemed to have sole dispositive power with respect to 5,490,000 ordinary shares.  
With 8 Shared Dispositive Power

0

9 Aggregate Amount Beneficially Owned by Each Reporting Person

5,581,324 ordinary shares

10 Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares

X

11 Percent of Class Represented by Amount in Row 9

16.0%<sup>2</sup>

12 Type of Reporting Person

IN

<sup>1</sup> Includes (i) 37,665 Class A Ordinary Shares directly held by Mr. Li on record; (ii) 35,249 Class A Ordinary Shares in the form of American depositary shares ( ADSs ) held in the brokerage account of the administrator of the issuer's employee stock option program; (iii) 2,209 restricted Class A Ordinary Shares that have vested as of December 31, 2012; (iv) 15,841 Class A Ordinary Shares issuable upon exercise of options within 60 days after the date of December 31, 2012; (v) 360 Class A Ordinary Shares issuable upon vesting of restricted shares within 60 days after the date of December 31, 2012 and (vi) 5,490,000 Class B Ordinary Shares held by Handsome Reward Limited, a British Virgin Islands company wholly owned by Mr. Li. Each Class B Ordinary Share is convertible at the option of the holder into one Class A Ordinary Share. The rights of the holders of Class A Ordinary Shares and Class B Ordinary Shares are identical, except with respect to conversion rights (noted above) and voting rights. Each Class B Ordinary Share is entitled to ten votes per share, whereas each Class A Ordinary Share is entitled to one vote per share.

<sup>2</sup> Assumes conversion of all Class B Ordinary Shares into the same number of Class A Ordinary Shares.

1 Name of Reporting Person

Handsome Reward Limited

2 Check the Appropriate Box if a Member of a Group

(a) " (b) "

3 SEC Use Only

4 Citizenship or Place of Organization

British Virgin Islands

5 Sole Voting Power

Number of Shares 5,490,000<sup>3</sup> ordinary shares. Robin Yanhong Li may also be deemed to have sole voting power with respect to the above shares.  
6 Shared Voting Power

Beneficially

Owned by Each 0  
7 Sole Dispositive Power

Reporting

Person With 5,490,000<sup>3</sup> ordinary shares. Robin Yanhong Li may also be deemed to have sole dispositive power with respect to the above shares.  
8 Shared Dispositive Power

0

9 Aggregate Amount Beneficially Owned by Each Reporting Person

5,490,000 ordinary shares

10 Check Box if the Aggregate Amount in Row (9) Excludes Certain Shares

..

11 Percent of Class Represented by Amount in Row 9

15.7%<sup>4</sup>

12 Type of Reporting Person

CO

<sup>3</sup> Includes 5,490,000 Class B Ordinary Shares.

<sup>4</sup> Assumes conversion of all Class B Ordinary Shares into the same number of Class A Ordinary Shares.

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**Item 1(a). Name of Issuer:**

Baidu, Inc.

**Item 1(b). Address of Issuer's Principal Executive Offices:**

Baidu Campus

No. 10 Shangdi 10th Street

Haidian District, Beijing 100085

The People's Republic of China

**Item 2(a). Name of Person Filing:**

Robin Yanhong Li

Handsome Reward Limited

**Item 2(b). Address of Principal Business Office or, if None, Residence:**

Robin Yanhong Li

Baidu Campus

No. 10 Shangdi 10th Street

Haidian District, Beijing 100085

The People's Republic of China

Handsome Reward Limited

c/o Robin Yanhong Li

Baidu Campus

No. 10 Shangdi 10th Street

Haidian District, Beijing 100085

The People's Republic of China

**Item 2(c). Citizenship:**

Robin Yanhong Li The People's Republic of China

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Handsome Reward Limited British Virgin Islands

**Item 2(d). Title of Class of Securities:**

Class A Ordinary Shares and Class B Ordinary Shares (collectively, Ordinary Shares )

**Item 2(e). CUSIP Number:**

G07034104



**Item 3.** If this statement is filed pursuant to §§ 240.13d-1(b), or 240.13d-2(b) or (c), check whether the persons filing is a:  
Not applicable

**Item 4. Ownership:**

The following information with respect to the ownership of the Ordinary Shares of the issuer by each of the reporting persons is provided as of December 31, 2012:

| Reporting Person        | Amount beneficially owned: | Percent of class: | Sole power to vote or direct the vote: | Shared power to vote or direct the vote: | Sole power to dispose or to direct the disposition of: | Shared power to dispose or to direct the disposition of: |
|-------------------------|----------------------------|-------------------|--|--|--|--|
| Robin Yanhong Li        | 5,581,324                  | 16.0%             | 5,581,324                              | 0  | 5,581,324  | 0  |
| Handsome Reward Limited | 5,490,000                  | 15.7%             | 5,490,000                              | 0  | 5,490,000  | 0  |

The above table includes collectively those Class A Ordinary Shares and Class B Ordinary Shares held by each reporting person, and assumes conversion of all Class B Ordinary Shares into the same number of Class A Ordinary Shares.

Robin Yanhong Li is the record owner of 37,665 Class A Ordinary Shares and owns 35,249 Class A Ordinary Shares in the form of ADSs held in the brokerage account of the administrator of the issuer's employee stock option program and 2,209 restricted Class A Ordinary Shares that have vested as of December 31, 2012. He also has right to acquire 15,841 Class A Ordinary Shares upon exercise of options, and 360 Class A Ordinary Shares upon vesting of restricted shares, granted under the Company's share incentive plans within 60 days after December 31, 2012.

Handsome Reward Limited, a British Virgin Islands company, is the record owner of 5,490,000 Class B Ordinary Shares. Robin Yanhong Li is the sole owner and director of Handsome Reward Limited. Pursuant to Section 13(d) of the Securities Exchange Act of 1934, as amended, and the rules promulgated thereunder, Robin Yanhong Li may be deemed to beneficially own all of the shares held by Handsome Reward Limited.

Melissa Ma, Robin Yanhong Li's wife, is the record owner of 1,676,667 Class B Ordinary Shares. Robin Yanhong Li may be deemed to share beneficial ownership of the shares held by Melissa Ma. Robin Yanhong Li expressly disclaims such beneficial ownership of the shares beneficially owned by Melissa Ma.

**Item 5. Ownership of Five Percent or Less of a Class:**

Not applicable

**Item 6. Ownership of More than Five Percent on Behalf of Another Person:**

Not applicable

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Controlling Person:**

Not applicable

**Item 8. Identification and Classification of Members of the Group:**

Not applicable

**Item 9. Notice of Dissolution of Group:**

Not applicable

**Item 10. Certifications:**

Not applicable

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SIGNATURE

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After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: February 8, 2013

Robin Yanhong Li

/s/ Robin Yanhong Li  
Robin Yanhong Li

Handsome Reward Limited

By: /s/ Robin Yanhong Li  
Name: Robin Yanhong Li  
Title: Director

**LIST OF EXHIBITS**

| <b>Exhibit No.</b> | <b>Description</b>     |
|--------------------|------------------------|
| A                  | Joint Filing Agreement |