At the University of Kassel in Germany, the Knowledge & Data Engineering research group[a] has developed a search engine for baby names ‘nameling’ which already attracted more than 60,000 users within less than a year. This work was motivated by the personal need for a baby name by one of the staff members in Kassel. Now, researchers from all over the world are invited to compete: *Who can recommend the most suitable names?* [http://www.kde.cs.uni-kassel.de/ws/dc13/](http://www.kde.cs.uni-kassel.de/ws/dc13/)

In cooperation with the University of Würzburg and the L3S Research Center in Hannover this challenge is organized as the 15th Discovery Challenge of the European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases (ECML PKDD 2013) in Prague ([http://www.ecmlpkdd2013.org/](http://www.ecmlpkdd2013.org/)). This event is the premier European machine learning and data mining conference.

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**Researchers are invited to help finding suitable baby names!**