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# Bolstering Confidence or Burdening Parties? The U.S. Counsel Rule

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## Landslide®

*Through a series of initiatives and rule changes, the U.S. Patent and Trademark Office (USPTO) has been on a mission to fight fraud and bolster confidence in U.S. trademark registration and administrative proceedings. But, where the USPTO is closing doors, are bad actors finding windows?*

*One of the USPTO's more recent initiatives—namely, the implementation of the U.S. counsel requirement—went into effect on August 3, 2019. This article explores whether the USPTO's goals in implementing the rule have been met and whether parties are finding new, creative ways to circumvent the rule. Although the data is still limited, it is arguably a little of both. When paired with the USPTO's other initiatives and new policies, it seems the USPTO is making meaningful progress in boosting confidence within the business community and its users.*

Please click [here](#) to download the full article: Bolstering Confidence or Burdening Parties? The U.S. Counsel Rule.

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