

Rob LeBlanc in World Trademark Review: Innovation Domination: The IP Offices Breaking Through Boundaries

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World Trademark Review quoted Haynes Boone Partner Rob LeBlanc in an article about the publication's research project looking into the world's most innovative IP offices.

Here is an excerpt:

Over the past four years, *World Trademark Review* has conducted an annual research project to identify the IP offices leading the field in terms of innovation. The IP Office Innovation Ranking follows a push by many national registries to transform themselves from simple administrative offices into more technologically advanced organisations. In recent years, we have seen an evolution in the development of noncore tools and services from IP offices, including the advancement of online platforms, brand valuation and the use of cutting-edge social media.

... Respondents often voiced frustration at changes on IP office websites that, in some cases, had worsened the user experience. In Iran, for example, one expert reported that recent improvements have reduced common issues but "there are still constant problems and intermittent outages." In Poland, "the new website has a more modern layout" but "access to databases and search tools are more difficult than before."

This issue was a repeated criticism of the USPTO, with Rob LeBlanc, partner at Haynes Boone, claiming that recent changes have lessened the effectiveness of the website. "The site's poor user experience has continued to get worse over the last 12 months," he reports. "The most significant recent changes have been the addition of enhanced password protection and the requirement to supply state bar credentials. Both of these changes have decreased the usability of the site without much apparent benefit to users."

In terms of public awareness, the regional offices of the USPTO were highlighted for the numerous public events held each month – with 30 scheduled in February 2020 alone. These gatherings were described as "very effective" by Rob LeBlanc, partner at Haynes Boone, due to the ability for staff and the public to "collaborate in real time."

To read the full article, click [here](#). (Subscription required)