

How to Select an I.P. Investigation & Acquisition Firm

1. **Identify the objective.** Many investigation firms, particularly “mega” firms, hire generalists who conduct every investigation, whether it is a question of insurance fraud, infidelity, or trademark infringement. The Treadstone Group, Inc. investigates and acquires *nothing other than* intellectual property rights, specifically, trademarks and domain names; and draws from the expertise of specialists most knowledgeable and proficient for each assignment. Our philosophy is simple: By remaining a small, well-focused company, we can ensure efficient and effective service by maintaining close scrutiny of our operations and associates.
2. **Familiarize yourself with the experience of a firm’s principals, and request copies of their curricula vitae.** The investigation industry has enticed many an accountant, retired law enforcement officer, and actor to join the ranks of “Investigator as a Second Career”. Because there is no substitute for experience, you can rest assured knowing that The Treadstone Group, Inc. was founded by a professional investigator with twenty years of pertinent experience; of which, ten are in intellectual property investigation and acquisition. Visit www.TreadstoneGroup.com to view or download our founder’s CV.
3. **Don’t fall victim to claims of geographical dominance.** Innumerable regulations and the exorbitant expenses of employing licensed investigators in all reaches of the globe are prohibitive; therefore, *all* firms rely on strategic partnerships and subcontracting to enable them to investigate I.P. rights worldwide. Our network of high-level contacts having intimate local knowledge, combined with our I.P. expertise, enables The Treadstone Group, Inc. to have a decisive advantage over other firms that would like to compete with us.
4. **Verify deeds, not words.** A company’s tone is set by its deeds, not merely its words. Its employees, at every level, must encourage a culture of discipline, integrity, ethical conduct, and a commitment to compliance with the law. The Treadstone Group, Inc. is trusted by many of the world’s largest brand owners and I.P. law firms, because it does not – *nor will it ever* – engage in unethical, illegal, or questionable investigative practices.
5. **Trust your intuition.** If, even in a fleeting moment, you question the competence and professionalism of a firm or its investigator, so too will your client or a jury. The Treadstone Group, Inc. adds value to *your* services by providing: actionable, relevant, and timely work products; updates following each project milestone; strategic advice; and operational transparency.

