

# INTA Bulletin

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## Volunteer Spotlight: Ross Bulla

**Colleen Sarenpa**, Polaroid Brand Services, Hopkins, Minnesota  
INTA Bulletins Association News Subcommittee

With a Bachelor of Science in criminal justice and a second major in psychology, Ross Bulla (Treadstone Group, Inc., USA) became involved in IP enforcement after a retired Secret Service agent persuaded him to manage global investigations of dangerous, low-quality counterfeit auto parts, for which revenues contribute to an estimated \$1 billion market. Today, he is the founder and president of The Treadstone Group, Inc., a global IP investigation and acquisition firm based in North Carolina, USA. Ross also provides commentary to various news channels following mass shootings, terror attacks, or fears of either.

Since 2000, Ross has been an active member of INTA, currently appointed to the Legislation and Regulation Committee and its Model Law Guidelines Subcommittee. Previously, he served on the Anticounterfeiting Committee, Internet Committee, and Membership Services Committee, as well as the project teams for the 2016 Trademark Administrators and Practitioners Meeting (TMAP) and 2015 Annual Meeting.

Ross is also a member of the board of directors of the Lincoln County Coalition Against Child Abuse and Child Advocacy Center, which provides intervention and treatment when a child is physically or sexually assaulted. As far as who or what inspires him, he says, "Basically, anyone who gives back to children. For nearly 25 years, I volunteered as a firefighter and an emergency medical technician, and it's the abused children cases that will always haunt me."

Ross adds that IP enforcement is a natural progression for him. "My entire volunteer and professional career has been about 'protecting' people, property, and competitive advantage."

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