



## BOND BREAD

An excerpt from *Scott's Addition* by Ken Woodcock

In the late 1940's and early 50's, Scott's Addition had its' share of smells and odors. Black smoke from the coal fired steam engines pulling their loads around the northern perimeter of the Addition, welding fumes from Baker Equipments' large shop on Norfolk Street and the pungent scent of more and more vehicles traversing the streets met the nostrils of its' inhabitants.

One scent, alas an aroma, still lingers in my mind. That was the aromatic smell of fresh baked bread coming from the Bond Bread plant located on High Point Avenue between Clay and Leigh Streets. In hot weather, they would open their windows to cool the plant because, in those days, there was no air conditioning. This sweet scent wafted on the summer breeze to my home at the corner of Marshall Street and High Point Avenue only a block away, causing my tongue to slap against my chin in anticipation of a taste of that bread.

We kids were poor in Scott's Addition, but we were not shy. The idea of begging was in no way contrary to our way of thinking, although I am sure our mothers did not approve. My older brother, Keith, and I would wait until after dark and then head to the bread plant. The windows were a little high, so Keith would lift me up on his shoulders so I could look in and talk to the workers. There were usually two or three men working the ovens. The men had their sleeves torn away at the shoulders and their faces were beaded with sweat. They would push the loaves off large metal sheets onto conveyors that would take them to be sliced and later wrapped. In the morning, the fresh bread would be boxed, packed in trucks and taken to local groceries. It was a hot job. I am sure they didn't care to be bothered by a couple of beggared boys.

"Hey, mister, I sure would like to have a loaf of that bread you got there." One of the men looked up at me. "Where's your momma? Shouldn't you be at home after dark?" They always asked where my momma was. I never understood what made my momma's whereabouts important. Keith was starting to teeter a bit under me.

"Momma's at home, but me and my brother are really hungry." "I don't have time for you now, boy. Run on off." But I stayed. I knew it wouldn't be long before he gave in. They always did. How could anyone resist that forlorn look in the eyes of a poor, skinny hungry lad? "Okay, take this," he said, tossing up a loaf of hot bread.

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# BOND BREAD

An excerpt from *Scott's Addition* by Ken Woodcock  
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"Thank you, sir," I yelled as I fell from Keith's shoulders, bouncing the hot loaf in my hands. We hurried back to the house before the bread could cool. Finding momma's big butcher knife, we cut off both ends of the loaf. Those crusted ends were the best part. With a spoon we scooped gobs of butter from momma's butter crock and dropped them into the ends of the bread loaf. While the butter melted, we drew glasses of water from the kitchen sink.

It is hard to describe just how good that hot buttered bread tasted, but I am sure manna from heaven could not have been better. We left the rest of the bread on the table for momma to slice and use as she saw fit.

Lying on my bed, I felt comfortable and contented with a full satisfied tummy. I drifted off to sleep with the sweet aroma of Bond Bread still sifting through my window.

Life was good in Scott's Addition.



# NEW ADDITION

Scott's Addition Makes Room for the Arrival of Its Newest Resident: Creativity

The ongoing developments in Scott's Addition have been several years in the making. Now, there are a growing number of creatively-driven businesses that will soon call this neighborhood home. Moseley Architects, Stronghill Dining Company, Bow Tie Cinemas and Richmond Triangle Players are among the most recent additions to this quiet section of the city and their arrival is making some wonderful noise.

Scott's Addition, the neighborhood bounded by Broad Street to the south and Boulevard to the east, was once a hub for industrial production and remains home to the region's largest concentration of commercial art deco architecture. While many of these businesses and structures remain as reminders of a different time, new life is reinvigorating an area of the city that some might think to be forgotten.

Moseley Architects, a nationally recognized Richmond-based firm, is the most recent newcomer among the creatively-driven businesses moving in. Their new address at 3200 Norfolk Street was once home to Baker Equipment. In September, 160 architecture and design professionals moved into a completely renovated space that incorporates many of the structure's original 1930's features. In order to maintain the historic integrity of the building, Moseley Architects used their own designers to plan the architectural facelift. They kept an eye on sustainable design, being sure to construct in accordance with the US Green Building Council's Leadership in Energy and Environmental Design (LEED®) certification program, making Moseley's new headquarters the first Gold certified building

in Scott's Addition. Their design innovation incorporates rapidly renewable materials like bamboo, low-flow plumbing fixtures and an aggressive storm water management plan. One Moseley intern explained, "Our new building reminds us that we are creative professionals and forward thinkers in the design industry. That makes me proud."

The relocation to Scott's Addition has also added certain personal perks for employees. Not the least of which is access to a growing number of locally owned lunch hour destinations and happy hour hot-spots.

Stronghill Dining Company is the newest addition to the roster of neighborhood eateries and joins the likes of Buzz & Ned's and the Moore Street Café in offering comfort foods for the wide-eyed or weary. Stronghill made its official debut in early October after months of preparation by owners Jessika and Rob Weaver and Richmond restaurant veteran Cole Buscholtz – just in time for the highly anticipated growth spurt in Scott's Addition. The restaurant is a new venture for the Weavers who also lay claim to neighboring River City Tattoo. As artists and entrepreneurs, Jessika and Rob Weaver have brought a creative lens to their new business enterprise – renovating and remodeling a space that once housed Motor Europa at 1200 North Boulevard. Executive Chef Owen Lane brought his own creativity to Stronghill while crafting a Southern-based menu with unique preparations not found elsewhere in Richmond. Reviewers have already raved about the Virginia peanut-fried game hen, sweet potato gnocchi and the homemade pecan pie.

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# NEW ADDITION

Scott's Addition Makes Room for the Arrival of Its Newest Resident: Creativity  
*continued from page 3*

Two theaters round out this phase of the creative boom in Scott's Addition. Just down the Boulevard from Stronghill Dining Company are promises of "style and elegance" for the moviegoers of Richmond. Bow Tie Partners have made great strides toward opening a 17-screen theater at the historic Richmond Locomotion and Machine Works building which has been undergoing significant renovation since December 2007. The upscale theater will be the first movie theater to open within Richmond's city limits in 37 years and should do so in early 2009.

On the other side of Stronghill Dining Company, at the corner of Altamont and Marshall Streets, a live theater space is taking shape. The Richmond Triangle Players, a not-for-profit theater company founded and operated in the River City, has plans to move from their modest stage at Fielden's Cabaret to a permanent new location designed specifically for the changing needs of this popular organization. The new theater will have flexible seating to accommodate up to 90 audience members, a 19-foot full service bar and event space suitable for private and corporate rental. Richmond Triangle Players is expected to raise the curtain on a new season and a new era in the spring of 2009.

It appears word has gotten out to Richmond's creative class. Scott's Addition is abuzz with development that is set to expand the city's already strong presence in Central Virginia's arts and entertainment scene. Everyday, new neighbors are joining the Scott's Addition community and when they do, they can anticipate living and working among Richmond's creative trendsetters.

**JOIN TODAY!**

## Membership Application



Name \_\_\_\_\_ Title \_\_\_\_\_  
Company Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Business Phone \_\_\_\_\_ Business Fax \_\_\_\_\_  
E-Mail Address \_\_\_\_\_

The following information will help us in collecting information about businesses in Scott's Addition.

Type of business \_\_\_\_\_  
Age of business \_\_\_\_\_ Number of employees \_\_\_\_\_  
How long has your business been at this address? \_\_\_\_\_

Do you own or rent the property indicated above?  Own  Rent/Lease \_\_\_\_\_

If you rent or lease, who is the owner? \_\_\_\_\_

Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Business Phone \_\_\_\_\_ Business Fax \_\_\_\_\_  
E-Mail Address \_\_\_\_\_

One-year corporate memberships in the Scott's Addition Business Association are \$50.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please make checks payable to "Scott's Addition Business Association" and mail to: Scott's Addition Business Association, P.O. Box 26041, Richmond, VA, 23230. Questions? Call Scot Weisberger at 353-7292.

# THE BIGGEST ASSETS AND THE LARGEST LIABILITY BUSINESSES DON'T THINK ABOUT: INTELLECTUAL PROPERTY

By Thomas Dillon, III, Esq. and Christopher E. Gatewood of Hirschler-Fleischer Attorneys at Law

Intellectual property (“IP”) takes many forms. The best overall definition we have heard is that these intangible rights are the things that you can give away and keep at the same time. For example, you can give someone a license to use software, or to make copies of architectural drawings, and keep the originals that you were already using.

IP includes copyright (exclusive rights to control use of original content), trademark (exclusive rights to use a name or logo in association with a certain kind of product or service), and patent (government-created exclusive rights in an invention for a set period of time). IP also includes unpatented know-how and proprietary business knowledge, which can be protected as trade secrets.

For your own business, we offer a checklist of IP strategies. The first several are things that should be done to shore up the value to your company of its own assets in these four areas. We also suggest just a few areas where a little bit of attention can prevent significant liability exposure to other IP rights owners.

## **Trademarks**

A company’s name, logo, advertising slogans, domain names, and almost anything else that becomes distinctive among its customers can identify the company’s goods and services. Over time, these identifiers carry with them a great deal of consumer recognition and good will, which are very valuable assets. Registering trademarks with the U.S. Patent and Trademark Office makes trademark rights enforceable if another company ever gets too close and begins to create consumer confusion.

## **Copyrights**

Any original written materials, visual works, software, music, web content, or the like that your company has created is protected from unlicensed use or copying by others. This can be a valuable asset for those companies that create content in any form. Architects, web developers, printing and graphics businesses, creative and advertising firms constantly deal in copyright issues. Registration of protected works with the U.S. Copyright Office is a highly recommended and cost-efficient means of protection. Registration does not create copyright (owners have it with or without a registration), but registration makes the rights enforceable and also provides for the copyright owner to be able to recover attorneys fees if there is infringement litigation.

## **Patents**

A company may also have invented something, or developed a new method of doing something. If the development is truly new, and subject to some time limitations for how old the invention is, the company may have the makings of a patent application. Patents give an inventor exclusive rights to use or give permission (license) for others to use an invention, for a fixed number of years. The right is created by the Patent and Trademark Office when it grants the patent.

## **Trade Secrets**

Many businesses have developed information over time that competitors do not have. Methods of doing business, customer lists, technical know-how that is not common knowledge — all of these things can be legally protected trade secrets. Under Virginia law, a trade secret can be almost anything that is valuable due to its secrecy, as long as its owner makes reasonable efforts to keep secret. Any company with types of know-how and information that would likely qualify as trade secrets should take measures to keep it secret. Secrecy procedures might include limiting access to computer or paper records and non-disclosure agreements with any employees or contractors who might have access to the valuable information.

## **Risk Management Practices**

Just as these four basic types of intellectual property can become great assets to a growing business if identified and properly maintained, they can also create substantial liability for a business that does not watch its step. For example, many businesses find it easy to slip up on the number of installations and the extent of use of their computer software, exposing them to legal fees and liability when software industry watchdogs inquire. Thoughtless use of other content can also be problematic, such as photos or music in advertising or a company’s web site. In the trademark area, companies considering a new brand name can prevent wasted promotional investment and avoid an infringement action by investigating the use of the same or similar names in their industry. An intellectual property audit that addresses these topics and more, whether performed in-house or with expert assistance, is a recommended task for businesses looking to make the most of their intangible assets while limiting risk of liability by unwitting interference with the IP of others.

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We publish the newsletter quarterly, and the rates are as follows. Remember, the newsletter goes to around 350 businesses and homes in the Scott's Addition area.

Full Page 7 3/4" x 10 1/4"	\$200
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