

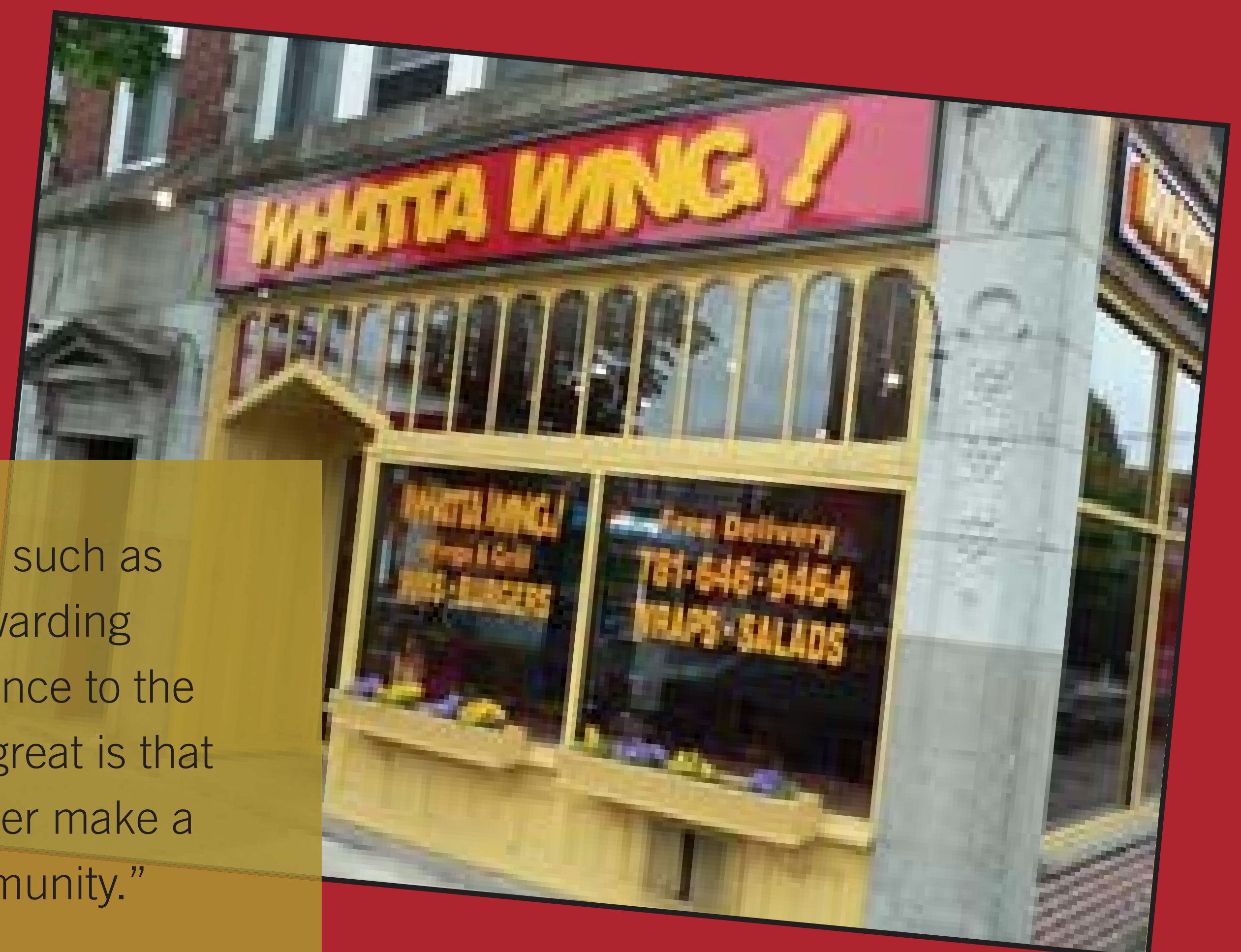
# WHATTA WING!

Restaurant | Arlington

Transaction: Trademark



In late 2007, Sarkis Avakian opened a casual dining restaurant in Arlington, specializing in chicken wings. He named it “Whata Wing!” Shortly thereafter he applied for a federal trademark for the “Whatta Wing!” mark. While waiting for approval, Whataburger Partnership, a Texas-based fast food chain opposed Sarkis’ request for a trademark, on the grounds it was too similar to “Whataburger” and “Whatchick’n” trademarks.



“Working with small entrepreneurs such as Whatta Wing! is an enormously rewarding experience and a nice counterbalance to the rest of my caseload. What’s really great is that we’re helping a local business owner make a significant contribution to his community.”

**Mark Puzella, *Partner, IP Litigation***



# Canto 6 Bakery & Cafe

Bakery | Jamaica Plain

Evangeline McKilligan & Alexandra Emmott

“Goodwin Procter provided us with expert legal assistance from opening our bakery to its ultimate sale. We are extraordinarily grateful for the time, resources and expert advice offered by Goodwin Procter for the duration of our time at Canto 6 Bakery.”

**Alexandra Emmott, Canto 6 Bakery & Cafe, Former Owner**



“NBI was able to help Canto 6 during the beginning, middle and end of its business life cycle. It was an incredible learning experience and a great opportunity to help two entrepreneurs capture and retain the wealth that they created through their hard work and the risks they took in investing in a city neighborhood.”

**Conor Kilroy, Associate, Technology Companies**



Transactions: Entity Formation • Acquisition of Business • Acquisition Financing • Business Negotiations • Lease Negotiations • Sale of Business





# MetaComb, Inc

## Carpenter & Inventor | Somerville

Transactions: Entity Formation • Patent Application

“I developed MetaComb, a translucent material made of cardboard and polymer, which may be formed into tiles that may be used to make lighting and furniture, as well as used in construction. Products will be manufactured domestically with this new technology and will hopefully play a role in bringing the economy back on track.”

“Working with Goodwin Procter has been absolutely amazing – without Goodwin I wouldn’t have the building blocks to grow my business.”

**Seva Tsodokov, Inventor & Owner**



“We worked with Seva to organize MetaComb and then to file a non-provisional patent application to protect MetaComb’s rights technology that allows the repurposing of recycled cardboard into useful, beautiful objects. It is exciting to see the potential in a neighborhood inventor and help him start on the right track.”

**Natasha Us, Senior Counsel, IP Transactions and Strategies**





# A-1 BARBERSHOP

Transaction: Commercial Real Estate • Acquisition • Real Estate Finance • Entity Formation



“When I first opened the shop, I did all the work with friends. I stayed open extra hours, late into the night and over holidays to earn cash to buy the shop. I bought the shop with a bank loan and a note to the seller – Goodwin attorneys worked with me on those. More than eight years later I still own this shop. My children are growing and grown and I am still taking care of them. Sometimes I think I’ll never stop working. I am so glad I have the shop.”

**Doyen Dunkley, A-1 Barbershop, *Owner***



“Doyen had a plan, tenacity, savings and sweat equity. Our job was to be there, explain the documents and help him advocate for his interests. Like all entrepreneurs, he needed advocates committed to his interests and I was glad to be one of those attorneys.”

**Anna Dodson, *Partner, Hedge Funds and Leveraged Finance***



# Lorenz Island Kuisine

Restaurant | Dorchester



“We’re not only a neighborhood business. We are committed to our community. For five years we have sponsored the One Heart Festival (also known as the Codman Square Peace Concert). Goodwin helped us with different start-up matters, including they helped us negotiate our new lease. I think our business will grow exponentially in catering, delivery, full service and takeout.”

**Michelle Graham, Lorenz Island Kuisine, Co-Owner**

“It was fun and rewarding to be able to work with two people who have a passion not only for good food but who also view their business through the lens of their commitment to their neighborhood.”

**Eric Labbe, Senior Attorney, Real Estate and Real Estate Capital Markets**

Transaction: Lease Negotiations



# Gandom Bread Bakery | Wilmington



Transactions: Entity Formation • Lease Negotiations

“Gandom was the first manufacturing company that I helped take from an idea into a functioning successful business. This project helped me develop my skills in entity choice, business formation and capital acquisition. It was a unique opportunity to get out in front of a client from the very earliest stages of their thinking and help shape their expectations and goals for the enterprise, which was very rewarding.”

**Kirk Johnson, Associate, Corporate**



“Working with attorneys, I am able to see the big picture and make the change from impossible to possible. In today’s economy, [pro bono legal representation] saved us thousand dollars, allowing us to invest in our expansion from the kitchen to a commercial space.

Eric [Labbe], Samantha [Kirby] and Kirk [Johnson] have been true professionals and worked our behalf with a great deal of sensitivity to our time. Their integrity and dedication truly exceeded our expectations.”

**Suzanne Faraji, Gandom Bread, Owner**

“A commercial bakery was the first step for commercial scale production. Negotiating the legal terms of a lease is something a lawyer is uniquely qualified for. I enjoyed being able to assist Suzanne and her husband in taking their dream from baking bread in their kitchen for friends to a all over the region.”

**Eric Labbe, Senior Attorney, Real Estate and Real Estate Capital Markets**





# Design Telleria

## Visual Art | Boston

Transaction: Contracts (Art Consignment)



“The Goodwin team that assisted me in creating a contract for use with galleries and private commissions was very helpful and responsive to my questions and concerns. I know going forward that business negotiations around my art will be clearer since both parties will have an understanding of each other’s expectations. Working with Goodwin Procter was a great experience.”

**Edward Telleria, Artist**

“We prepared a model consignment agreement for Design Telleria to use in consigning their artwork to local galleries. This model will allow him to use a standard form with all of the galleries, ensuring uniform and fair consignment terms. It required some research on consignment law pertaining to artwork, so the experience certainly presented an opportunity to learn a unique and interesting area of law outside of my normal area of practice.”

**Jim Mattus, Associate, ERISA**



# Eat-In-Style, LLC

Transactions: Contracts (Catering) • Business Negotiations



“When I first worked with Goodwin attorneys it was on a contract matter. All I wanted to do was cook. What did I know about contracts? It was really nice to have someone to talk through the issues.

A couple of years later my business had reached a plateau. At the same time, I had an opportunity to join CropCircle Kitchen. I started consulting on kitchen operations and inventory. Just a few years later, I’m on everything detail and we have a waiting list – there is such demand for kitchen space!”

**Darnell Adams, Managing Director of CropCircle Kitchen and former Owner of Eat-in-Style, LLC**

“I counseled Darnell as she negotiated with a catering client. My role was to arm her with an understanding of what her legal rights and obligations were, to help her understand her client’s position and to develop a strategy for negotiating.

It was the first opportunity I ever had to counsel a client through a negotiation. I found the experience rewarding because we were able to transform what was otherwise a fairly frightening experience (being threatened with a law suit) into an experience that was empowering. She was able to negotiate a resolution that she thought was fair. And, in the process, she also gained a deeper understanding of the need to have clear and unambiguous contracts.”

**Chelsea Teachout, Associate, Labor and Employment**





# CITY FEED AND SUPPLY, INC.

Grocery Store | Jamaica Plain

Transactions: Trademarks • Lease Negotiations



“The look and feel of City Feed is a very important part of our model. We strive to create an experience for our customers and our style and trademarks are a big part of that experience. Kristine created our original logo and has created or overseen the creation of all other iterations of our brand. We were fortunate enough to make the connection with Goodwin through one of the speed coaching events sponsored by Sam Adams Brewing the American Dream project.”

“Having a business like ours, with a mission of contributing to our community through our service, has enriched our lives immeasurably. I cannot imagine another way in which it is possible to interact with so many of our peers and neighbors on a daily basis and in a such a positive fashion.”

**David Warner, City Feed and Supply, Inc., Co-Owner**

“For many businesses, large and small, their brand -- their public-facing identity -- is one of their most important assets. Their reputation and goodwill are wrapped up in that brand. And the ‘brand’ can include the name, the logo, the look and feel, the entire customer experience. So trademark clearance and registration are very important.”

“The odd juxtaposition of a ‘feed and supply store’ in an urban setting is what gives the City Feed and Supply brand its ‘hook,’ and, as a legal matter, makes the mark distinctive and protectable and not merely descriptive.”

**Bob O’Connell, Senior Counsel, IP Transactions and Strategies**





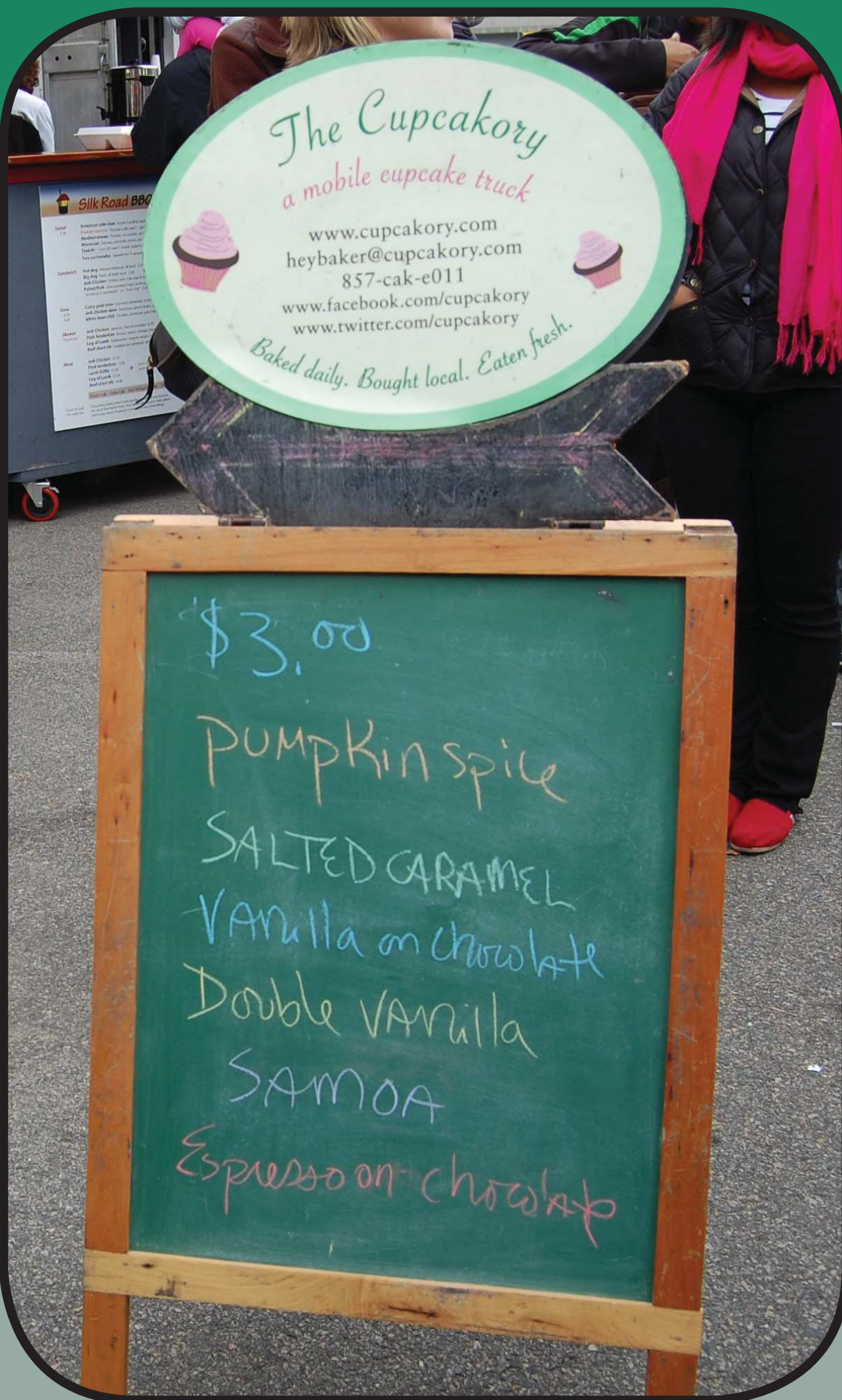
# The Cupcakory LLC

## Bakery | Boston (Food Truck)

Transaction: Entity Formation

“Starting this business was partially a dream come true and mostly necessity. When I was laid-off from a career-job, I had to get creative and make my own job. This is a scary step for anyone, but to have sound legal advice was hugely important to me in going ahead with this business giving me the confidence to move into a field that I was not familiar with.”

**Diane DeMarco, The Cupcakory, Owner**



“Working with the Cupcakory gave a new associate the opportunity to manage a client relationship early in his career. At the same time, we were able to help an individual who had been laid off during the economic recession get a new start. Working with an expert baker was an added bonus because, frankly, who doesn’t love cupcakes!”

**Mark Oppen, Partner, Real Estate and Real Estate Capital Markets**



# Workshops & Clinics



## Corporate Catering and Contracts | Brewing the American Dream Speed Coaching | Grow Your Business! Workshops and Clinics

“I believe that if we want to improve and strengthen our neighborhoods, it is important to be a part of our community. I also believe in the spirit of entrepreneurship otherwise we would be one big national chain.

CropCircle Kitchen hosts the perfect environment for me to combine these core values. By sharing my years of experience in the food industry with the entrepreneurial caterers at CropCircle Kitchen, I feel that I am giving back to the local community where I work and live. I truly admire these entrepreneurs’ willingness to risk loss in order to create food and a business that is meaningful to them.”

**Gia Casale, Catering Manager, Goodwin Procter LLP**

“Serving the needs of small business owners and entrepreneurs at clinics and workshops is an invaluable experience for an associate. Explaining complex legal concepts in layman’s terms increases an associate’s own understanding. Meeting with small business owners and entrepreneurs provides face to face experience advising and counseling, and often results in creative and cooperative problem solving.

In referring a small business owner or entrepreneur to a pro bono attorney for individual representation, we look for someone who is dedicated to his or her business and needs legal assistance to progress to the next level, whether that means formally establishing a business entity, signing a lease to have sale or production space, improving an existing contract, or some other type of legal service. An ideal candidate has thought through where she or he needs legal assistance now and has a vision for where her or his company will be one, two or even five years in the future.”

**Pat Hurley, Associate, Real Estate and Real Estate Capital Markets**

“NBI’s volunteer attorneys bring the strategic, legal and business support to help turn ideas into successful ventures. We are advisors and advocates – but in the end, we are only support. The real magic happens when a community entrepreneur comes to us with an amazing idea and commitment to help her community move forward and we can help her climb over obstacles to make those ideas reality.”

**Vilas Dhar, Partner, Dhar Law LLP, Goodwin Procter alum**



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# Workshops & Clinics



**Understanding and Negotiating Leases | Borrowing for Small Contractors | Choice of Entity Clinic | Food Labeling Workshops**

“Immigrant-owned, small businesses form the backbones of many of the neighborhoods of Boston, including Egleston Square. Unfortunately, there is often a gap between the needs of these small businesses and the services available to them, caused in part by language barriers, time constraints and other issues. NBI bridges this gap well, providing high quality, knowledgeable services in a culturally appropriate, neighborhood-based format that is accessible to the merchants. In NBI we have a great network of experienced professionals who are willing and able to adapt their services to the merchants, providing them with the assistance they need to stabilize and grow their businesses. Thank you NBI!”

**Betsy Cowan, *Director, Egleston Square Main Street***

“Through my participation in NBI’s clinics and workshops, I’ve had a chance to meet a lot of really innovative local entrepreneurs, many of whom are sophisticated business people, eager to learn more. I leave each event feeling as though a few hours of my time made a real difference to some of the participants. However, not only do the participants learn something new, inevitably I do as well.”

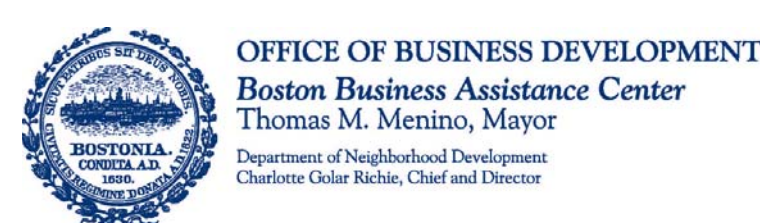
**Allison Driscoll, *Associate, Real Estate and Real Estate Capital Markets***

“The mix of hearing entrepreneurs talk about their ideas and helping these entrepreneurs turn their ideas into businesses is exciting and inspiring.”

**Art McGivern, *Partner, Securities and Corporate Finance***

“I have been involved in NBI’s clinics for nearly 10 years now, and year after year, I feel privileged to meet with bright, innovative, and hard-working people that have the tenacity to turn their idea and/or skills into a business. After a clinic, I always hope I have played a small part in the transformation of an idea to reality.”

**Gina Martin, *Partner, Financial Restructuring***



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# ULA CAFÉ

RESTAURANT | JAMAICA PLAIN

Transaction: Shareholder Agreement

“Ula Café was founded in 2007 and today we employ over 20 full and part-time employees.

My business is my life, and I felt safer knowing that I had an attorney in my corner to ask me the tough questions that I wasn’t asking myself.”

**Korinn Koslofsky, Ula Café, Co-Owner**

“It was clear in talking with Korinn for only 15 minutes that she had a real passion for building the cafe - not just as a business, but as way to create great food and a great community experience. Our conversation around setting up the cafe focused as much on her background and broader goals as on her legal needs. She got us excited about the business!”

**Vilas Dhar, Partner, Dhar Law LLP, Goodwin Procter alum**

