Meet the Top Lawyer of the World Series Champs



Image by Ron Cogswell

As the top lawyer for the Chicago Cubs, Lydia Wahlke spends most of her time protecting and enforcing the team's brand, but she still gets to be a fan of the new World Series champions, according to an interview published in **Bloomberg's Big Law Business**.

She spent four years at Miramax Films as a video editor and field producer before deciding to take the LSAT on a whim. That led to law school and then being hired as a litigation associate at Kirkland & Ellis in her home town of Chicago. Then in 2010 she joined the Cubs organization.

"One of the greatest challenges we have is also one of our greatest assets: our brand," she told Bloomberg's **Casey Sullivan**. "We have needed to find the right path to protecting and enforcing our brand, while allowing our fans to celebrate being fans and celebrate their love of the team. That can be challenging because we are 146 years old and it's a really complex brand that has come about in many ways, including organically from fans celebrating the team. You have to find that dividing line between fighting people and protecting your licenses and protecting your brand long-term, but you don't want to take the fun out of it. That can be deciding whether or not to enforce our mark."

Read the Bloomberg article.