

Q&A > department

Ashly Iacullo Boesche

Age: 34

Education: She earned her undergraduate degree from DePaul University in 1999 and her law degree from IIT Chicago-Kent College of Law in 2005.

Family: She and her husband, Mathew Boesche, have two dogs, Kane, 2½, and Sugar, 5.

Profession: An associate at Pattishall McAuliffe, she concentrates her practice on brand enforcement and management for clients such as ON Optimum Nutrition Limited, Sumitomo Rubber Industries Ltd., Ford Motor Co., Bissell Inc., Rand McNally Inc., Faxon Auto Literature, Rifftek Inc., Jellyfish International Corp. USA, Medline Industries Inc., Swiss Re, PepsiCo Inc., Peabody Management Inc. and DNA (Housemarks) Ltd. Boesche also counsels clients in advertising issues and promotions and sweepstakes, ensuring compliance with state and federal laws and regulations.

1. Why did you become a lawyer?

I love to argue. That's really the short answer. I've always debated with my brothers and my parents. It just seemed like a natural thing to do professionally.

2. What do you like the most and the least about being a lawyer?

I like my colleagues and I like intellectual property practitioners in general. I think you have some of the most intelligent lawyers and diplomatic lawyers.

What I like the least are long briefs and there are cases that demand a lot of your time. Sometimes you just get bogged down in the details and I think that's what I dislike about the practice of law. My least favorite thing to do is be stuck writing a 25-page brief.

3. What's the last big case that you handled that you can discuss and what did it entail?

I can talk about one that settled last year. It was probably one of the finer moments in my career. We represented the American College of Trial Lawyers in trademark litigation against an organization that was started by a bunch of lawyers with Johnnie Cochran's firm. It was one of my first cases as a lawyer. It was my first deposition and I was in a room with a bunch of seasoned trial lawyers. They argued and they fought and it's like the highlight of my career. It was interesting to see



Photo by David Durochik.

how plaintiff lawyers operate and what their trial strategies are. But they didn't know a lot about intellectual property law. I kind of showed them the ropes and we ended up getting a favorable settlement for the college. The college then honored the firm with an award and I got to go to their annual meeting, which they only invite fellows to. We got to go to all these VIP events. We were part of the professional when they brought the VIPs in and I got to accept the award on behalf of the firm.

4. If you could have lunch with anyone, living or dead, who would it be and why?

Joan of Arc.

She's my hero. What I respect most about her — some say that she heard voices, but I like to think it's her intuition. She stood up and fought for what she believed in up until her death. And I think she had a sword and an army and I thought that was pretty cool.

5. What's your advice for new lawyers?

I would tell them to be the lawyer you want to be and don't let anyone shape how you conduct or how you practice law. Don't let anyone tell you that you can't do something. I've been told that a lot and I did everything I wanted to do and more.

6. How have you seen your practice change?

I think everything moves faster because of e-mail. Before you had an opportunity to really think about things and you don't anymore. Clients expect answers almost instantaneously.

7. What's the strangest thing that's happened to you as a lawyer?

There is the Madrid Protocol, which is an international trademark filing system. Essentially what happened was in Singapore we got dinged for not paying these additional fees for the registration.

We had to show that the notice came to us late. I had to go down to the loading dock and wait for the postal worker to get him to sign an affidavit and it was in the middle of the winter. I remember thinking, "I thought I went to law school so I wouldn't need to be standing out in the cold." I just remember standing down there in the freezing cold waiting for him and he says, "Oh, I'm not allowed to sign anything." And I said, "Nobody is going to know except the people in Singapore." I got him to do it. I could not believe that the Singapore Trademark Office would make us go to these great lengths.

8. What's the biggest misconception that people have about lawyers?

That we're dishonest. I think lawyers are some of the most honest people you'll ever meet. I think a lot of people believe we don't have our clients' best interests in mind and it's always the case that we do.

9. What's your favorite Chicago restaurant?

Crofton on Wells. I like the drinks. I think it's cozy and the food is seasonal. And it's always interesting. ■

By Olivia Clarke