



## Managing Partner Jeff Patterson Discusses Creative Sanctions with Law360

**08/18/14** – [Law360](#) highlighted ways litigants are getting creative to impose meaningful sanctions on wealthy companies. State law requires that court-imposed sanctions be proportional and bear a direct relationship to a party's objectionable conduct. As a consequence, financial penalties are typically modest, except in egregious cases where the bad actor is usually a repeat offender. That's what makes creative punishment options alluring.

Among the most damaging sanctions and the most likely to provoke a quick response are those that threaten a company's reputation, Jeff Patterson of [Hartline Dacus Barger Dreyer LLP](#) says.

"It will find out who is at fault and eliminate the problem, whether it's outside counsel, inside counsel or at some other level," Patterson said. "It's not the money; it's the [company's] reputation with the courts and the public that matters."

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