



# **Advertising and Commercial Speech: A First Amendment Guide (May 2015 Edition) (Practising Law Institute Intellectual Property Law Library)**

*Bruce E. H. Johnson, Stephen G. Brody*

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When are advertisers especially vulnerable to lawsuits? What legal protections do they enjoy? What is the prevailing law in this volatile area?

PLI's **Advertising and Commercial Speech: A First Amendment Guide** gives you the authoritative answers. Written by First Amendment experts, it examines the origin, meaning, and legal evolution of the Supreme Court's commercial speech doctrine, focusing on how this central doctrine's rights and restrictions affect advertising in nearly 50 industries and professions.

Accessible enough for non-lawyers, **Advertising and Commercial Speech** shows you how commercial speech is defined today and when it can be regulated and even prohibited; what is the appropriate legal standard for defamation lawsuits based on advertising; how much legal "breathing room" advertisers have for false commercial speech; what is "disparagement" and how it can be proved by plaintiffs in court; when the media is prohibited from refusing advertisements; and when broadcasters and publishers can be sued for negligent false statements.

Updated at least once a year, **Advertising and Commercial Speech: A First Amendment Guide** is an invaluable reference for lawyers, advertisers, and regulators, and an illuminating resource for any individual interested in First Amendment issues.

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## About the Authors

**Steven G. Brody** is a Partner at the New York City law firm of Morgan Lewis & Bockius LLP. **Bruce E.H. Johnson** is a Partner in the Seattle office of Davis Wright Tremaine LLP.

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