Commercial Speech

What two amendments to the U.S. Constitution affect government's ability to regulate speech and what does each one prohibit?

What is the meaning of the term, content neutrality?

In what ways can freedom of speech be regulated on a content neutral basis?

How does the appeals process work in state and federal court systems and how do they differ? Which courts grant permissive appeals and which ones must hear them?

What legal authorities can a person use as the basis of a lawsuit?

What precedent(s) must be followed by all courts? Which one(s) may, but need not be followed by the U.S. Supreme Court? Federal Courts of appeals? State Supreme Courts?

How do attorneys categorize cases precedents when they are researching and deciding which ones to use in a brief? How will cases in each of the categories differ?

What types of relief can be granted to the parties to a law suit?

What kind(s) of speech can be regulated on the basis of their content and how is each type identified by the Supreme Court?

What was the first case that brought a matter involving advertising to the attention of the Supreme Court, what happened in that case, what did the court rule and what was it's rationale?

What was the first case in which the Supreme Court changed the level of protection accorded to commercial speech, what happened in that case at trial, on appeal and in the Supreme Court? What was the court's rationale for its decision at each level?

What three factors are used to determine whether speech is commercial?

What are the four prongs of the Central Hudson test how are they applied?

What overall trend(s) can be seen in the area of commercial speech over time?

For each of the summarized cases:
Who sued whom?
What is the conflict?
What did the Court decide and why?
Why is the case important?

Note: you need not know the dates of these cases, but it might be helpful for you to their approximate order, old to recent, because it will give you a picture of the overall trend in this area of law.