GRAPHICAL KEYCITE®: THE LIFE OF A CASE—AT A GLANCE

Try this experiment:
1. Retrieve Matz v. Household International Tax Reduction Investment Plan, 265 F.3d 572 (7th Cir. 2001)
2. Look at the KeyCite® history result (click the blue H).
3. Try to take it all in.

Now click Direct History (Graphical View) on the Links tab. With this display—also known as Graphical KeyCite—you can grasp the broad outlines of the procedural life of this case in seconds. Suddenly, every On Remand to and Affirmed by falls into place!

With Graphical KeyCite, you get the direct history of a case in one easy-to-read graphical view. The prior and subsequent history of the case is displayed, with each court decision referenced in a box at the appropriate trial or appellate level. Decisions on the merits are referenced in the larger boxes (i.e., the case boxes), while court orders or rulings on petitions and motions, such as the granting of certiorari, are referenced in the smaller boxes (the procedural boxes).

How to take a closer look
To enlarge the graphical display, use the plus (+) or minus (–) buttons or the drop-down list in the upper-left corner of the display. To enlarge a procedural box so that the case title and citation are displayed, move your pointer over the box.

How to view related documents or negative citing references
To view the full text of a decision, order, ruling, or related brief or other court document cited in a case or procedural box, click the appropriate link in the box. To return to the case's full history and check for negative citing references, i.e., cases outside the direct history of the case but that may have a negative impact on its precedential value, click Full History (Text) at the top of the page.

Not Seeing the Big Picture?
[It is delusive to treat opinions written by different judges at different times as pieces of a jig-saw puzzle which can be, by effort, fitted correctly into a single pattern.

WESTCLIP® AND KEYCITE ALERT: WHERE WESTLAW GETS REALLY EASY

You can now access any automatic monitoring or searching tool on Westlaw by clicking Alert Center at the top of any page.

Good: Research so easy you can do it while you sleep.

Better: Research that’s actually done for you while you sleep.

We refer to WestClip and KeyCite Alert, two alert services on Westlaw that automatically run searches for you and notify you when specific information is added to Westlaw. Once you create an entry in an alert service, you no longer have to keep checking for developments. If there’s been a development, it comes to you automatically—even in the dead of night.

Here’s how these alert services work:

**WestClip**

WestClip runs Terms and Connectors searches as frequently as you want in one or more databases you select. The service automatically delivers the results to you in the method (e.g., by e-mail or to a printer) and form (e.g., as a citation list, selected pages, or the full text of all pages) that you designate. WestClip entries are especially useful when monitoring news or case law involving a particular company, individual, or topic.

To create a WestClip entry, do either of the following:

- If you have just retrieved documents using the Terms and Connectors method, and you wish to run the same query on a periodic basis, click **Add Search to WestClip** at the top of the result list. In the alternative, click **Result Options** on the Results List tab of a displayed document and choose **Add Search to WestClip** from the menu that is displayed. Complete the WestClip: Create Entry page.

- At the top of any Westlaw page, click **Alert Center**. The Alert Center Directory is displayed. Click **Create Entry** in the WestClip section, then complete the WestClip: Create Entry page.
If you want to stay current on KeyCite results (rather than search databases), use KeyCite Alert. KeyCite Alert automatically monitors the status of specified cases, statutes, administrative decisions, regulations, and patents and sends you updates when their KeyCite results change.

For added convenience, all of these alert services can be accessed from a single location in Westlaw: Click Alert Center at the top of any Westlaw page. The Alert Center Directory is displayed. To create a new entry in any of these alert services, click the Create Entry link for the service, then follow the online instructions.

To view a list of entries you previously created for an alert service, click the arrow to the left of the alert service (e.g., Docket Alert). You can delete unwanted entries right from the Alert Center Directory by clicking Delete next to the entry.

Research rarely gets easier.
**Classic CASE**

**The Mayo Contest: Did They Beat the Spread?**

Sure, *mayo* and *Mayo Clinic* sound alike, but no one would ever confuse one with the other, right?

This was essentially the position of Frederick Gash, who submitted an application for federal trademark protection on behalf of “*mayo 7*,” an imitation mayonnaise. The Trademark Trial and Appeal Board rejected his application on the grounds that customers would likely associate a low-calorie, healthy food product with the Minnesota health center. *Mayo Clinic et al., v. Frederick Gash, Inc.*, 162 USPQ 263 (TT&A Bd., 1969). Though Gash claimed that *mayo*

is a recognized slang term for mayonnaise, the Board would have none of it:

“[T]here is no indication that the public, aside from lunch counter personnel, is aware of such meaning.” *Id.*, at 264. (Lunch counter personnel are apparently hip to everything.)

How did mayo 7 do on appeal? Retrieve the Court of Customs and Patent Appeals case by using Find to retrieve the Board decision and then clicking the KeyCite status flag. In the alternative, access the Federal Intellectual Property–Courts of Appeals Cases database (FIP-CTA) and use the following sample query:

“*mayo 7*”

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**Per CURIOUS**

When Is “Real Mayonnaise” Real?

Who’s to say whether a particular jar of mayonnaise in the store is “real” mayonnaise? The federal government, that’s who.

According to section 21 C.F.R. § 169.140, *mayonnaise* is an “emulsified semisolid food” (yum!) that contains “egg-yolk-containing ingredients,” acidifying ingredients (i.e., vinegar or lemon or lime juice), and at least 65% vegetable oil. Salad dressing, in contrast, contains at least 30% vegetable oil. 21 C.F.R. § 169.150.

To retrieve the full text of section 169.140, use Find or access the Code of Federal Regulations database (CFR) and restrict your query to the caption field as follows: `ca(mayonnaise)`