**It's a Federal Case as Poo-Pourri Sues RB**

A complaint filed March 8 in U.S. District Court in North Texas says RB has "slavishly copied Poo-Pourri's copyrighted advertising materials," including its famous "Girl's Don't Poop" video that has amassed more than 36 million views on YouTube alone. RB's copycatting also extends to charts used in Poo-Pourri ads and cherubs found on its package, according to Scentsible, which markets Poo-Pouri.

***Advertising Age 3.10.16***

<http://adage.com/article/cmo-strategy/poo-labels-poo-pourri-sues-rb-issue/303048/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1458170052>