

## **Law360: Playtex Owes Rival Munchkin \$13.5M In Diaper Pail Ad Suit**

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Law360, New York (July 26, 2012) — A California federal jury has ordered baby products maker Playtex Products Inc. to pay \$13.5 million to competitor Munchkin Inc. for deliberately deceiving consumers by falsely claiming its Diaper Genie pail products were better than Munchkin's at containing foul odors.

The jury, in a July 20 decision, also found that Playtex failed to prove its cross-claim that Munchkin was the company that was falsely advertising the quality of its diaper storage containers. [Read more ...](#)