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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92025859
Party	Defendant General Cigar Co., Inc.
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Date	09/28/2020
Attachments	GCC NOR Ex. 43 -- 15_turismo_2019.pdf(4077942 bytes) GCC NOR Ex. 44.pdf(593094 bytes) GCC NOR Ex. 45 -- Tourism to Cuba plunges after Trump's tightening of travel ban_ data _ Reuters.pdf(2627688 bytes) GCC NOR Ex. 46 -- GENC0038000-55.pdf(2167000 bytes) GCC NOR Ex. 47 -- Hacker, The Ultimate Cigar Book.pdf(627663 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

EXHIBIT 43

TO RESPONDENT GENERAL CIGAR CO., INC.'S NOTICE OF RELIANCE

2019

La Habana

REAL Y MARAVILLOSA

mi ciudad cumple 500 años

1519 - 2019

ANUARIO ESTADÍSTICO DE CUBA

2019

TURISMO

EDICIÓN 2020

ONEI
OFICINA NACIONAL
DE ESTADÍSTICA E INFORMACIÓN

ANUARIO ESTADÍSTICO DE CUBA 2019

CAPÍTULO 15: TURISMO

EDICIÓN 2020

ONEI
OFICINA NACIONAL
DE ESTADÍSTICA E INFORMACIÓN

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CAPÍTULO 15
TURISMO

INTRODUCCIÓN

El presente capítulo tiene la finalidad de presentar un conjunto de indicadores que reflejan el desarrollo alcanzado en la actividad turística, los cuales resultan primordiales para análisis económicos y trazar estrategias en aras de mejoras los resultados en este sector.

El universo de información que se brinda abarca las entidades especializadas y no especializadas que realizan las actividades relacionadas con la prestación de servicio de: alojamiento, comercio minorista, gastronomía, transporte, recreación y otros servicios relacionados con la actividad turística.

A continuación se ofrece la **definición metodológica de los principales indicadores** que aparecen en el capítulo:

Flujos migratorios: Se constituye como la totalidad de movimientos o registros de entrada y salida de viajeros en un tiempo establecido, sin identificar la cantidad de viajeros que realizan dichos movimientos

Viajero: Toda persona que se desplaza entre dos o más países distintos o entre dos o más lugares dentro de su país de residencia habitual". En caso de que la persona se traslade fuera de su país de residencia se considera internacional, sin importar el motivo de viaje o el medio de transporte.

Residente: Toda persona que reside o vive de forma habitual en un lugar, por el termino de un año o más.

Visitantes Internacionales: Personas que visitan a un país diferente de aquel en el que tienen su lugar de residencia habitual por un período no superior a un año, cuyo motivo principal será con la finalidad de ocio, recreación, negocios u otro motivo personal, y no es el de ejercer una actividad remunerada en el país visitado. Comprende dos categorías: turistas y excursionistas.

Llegadas: Afluencia de visitantes internacionales al país de referencia, donde cada números de llegadas de visitantes corresponde a un viaje al extranjero y no tiene que ser necesariamente igual al número de personas que viajan. La misma persona, que puede efectuar varios viajes con destino a un país durante determinado período, será contada cada vez como una nueva llegada.

Viaje al extranjero: Número de salidas al extranjero, desplazamientos que toda persona efectúa de su país de residencia habitual hacia otro país, por cualquier motivo que no sea el de ejercer una actividad remunerada en el país visitado.

Turistas: Todo visitante que viaja a un país distinto de aquel en el que tiene su residencia habitual, que efectúa una estancia de por lo menos una noche, pero no superior a un año, cuyo motivo principal de la visita no es el de ejercer una actividad remunerada en el país visitado.

Excursionistas: Todo visitante que viaja a un país distinto de aquel en el que tiene su residencia habitual, por un período inferior a 24 hora, sin incluir pernoctaciones en el país visitado y cuyo motivo principal de la visita no es el de ejercer una actividad que se remunere en el país visitado. Incluye pasajeros en crucero, visitantes del día y tripulaciones.

Turistas físicos: Personas que se registran a su llegada a la instalación de alojamiento y que tiene derecho a recibir los servicios que se ofertan en dicha instalación.

Pernoctaciones: Número de noches que las personas pasan en los establecimientos de alojamiento. Es la suma día a día de las plazas que han sido ocupadas por los turistas durante un período determinado.

Hoteles: Establecimiento de alojamiento que puede estar situado en un lugar turístico o ciudad, que ofrece habitaciones o apartamentos amueblados a una clientela en tránsito. Reunirá las siguientes condiciones además de las que se fijan para su categoría.

Ocupará la totalidad de un inmueble o parte del mismo, completamente independiente, constituyendo sus dependencias un todo homogéneo, con entradas, escaleras y/o ascensor de uso exclusivo y en el que se facilita el servicio de comidas, además del de alojamiento que es el fundamental. Dispondrá de habitaciones con camas sencillas, dobles o matrimoniales.

Moteles: Establecimiento ubicado en o cerca de una vía central, con estacionamiento contiguo o próximo a las habitaciones, siendo el alojamiento su principal actividad y en la que se facilita el servicio de comidas y bebidas a los huéspedes.

Apartamentos turísticos: Son alojamientos que se ofertan en inmuebles multifamiliares con las características de la división horizontal y para satisfacer las necesidades de una demanda turística o vacacional.

Aparthoteles: Edificios de apartamentos que pueden tener 2 ó 3 habitaciones, adaptadas con baños propios. Brinda servicios de restaurante, el cual está ubicado en la propia instalación.

Hostales: Establecimiento de alojamiento con un número pequeño de habitaciones, que puede estar situado como centro turístico en la ciudad, que ofrece dormitorios amueblados y en la que se facilita el servicio de comidas y bebidas en un ambiente familiar, generalmente se presenta con un estilo colonial.

Casas y cabañas: Alojamiento que se deriva de la construcción de inmuebles unifamiliares, en alquiler, destinados a una clientela turística, excluyendo el servicio de comidas por medio de comedor, ofertando el servicio de facturas y otra modalidad complementaria.

Bases de campismo: Lugar donde se brinda a los participantes las condiciones materiales y organizativas mínimas para acampar y desarrollar sus actividades. Sirve de punto de partida para el movimiento de los campistas, así como para promover el cuidado de la naturaleza y los valores históricos.

Campamentos turísticos: Terrenos limitados que están acondicionados para situar medios de alojamientos fijos o móviles, donde se brinda además del servicio de comida y alimentos ligeros, el uso colectivo de instalaciones deportivas, recreativas y culturales, se oferta también el alquiler de parcelas donde no existen los servicios anteriormente especificados.

Villas turísticas: Conjunto de cabañas, casas o apartamentos, que permita a sus huéspedes, bajo condiciones previamente determinadas, disfrutar de sus vacaciones en contacto directo con la naturaleza.

Albergues: Establecimientos de una capacidad de alojamiento reducida con servicio de bar. Están situados en núcleos urbanos, rurales o al borde de las rutas y cubren las necesidades de permanencia por no más de 24 horas.

Estimado del sector no estatal: Incluye las pernoctaciones en esta nueva forma de gestión aprobadas por el estado. Se aplica la metodología de cálculo validada por Ministerio de Turismo, Ministerio de Economía y Planificación, Instituto de Investigación Económica y Oficina Nacional de Estadística e Información.

Polo turístico: Lugar geográfico diseñado para exponer un gran conjunto de actividades coherentes, que permitan caracterizar en una agrupación de atractivos turísticos, bellezas y cuidados del entorno, infraestructura, equipamiento, servicios y organización, orientados a producir actividades en un ámbito turístico recreativo para lograr la satisfacción al cliente.

Establecimiento: Destinado al alojamiento como actividad fundamental, clasificados por modalidad y categorías, ofrece habitaciones amuebladas con servicios complementarios de bebidas.
Habitaciones: Capacidad de alojamiento, representa el número total de habitaciones con que cuenta un centro de alojamiento estén disponibles o no para su uso, pueden ser: individuales, dobles o múltiples según sea equipadas para alojar a una, dos o más personas. Esta cifra generalmente es fija, sólo se modifica cuando se producen incrementos por construcción o bajas por demolición y otras causas.

Plazas: Número total de camas con que cuentan las habitaciones en existencia. En el caso de estar equipadas por una cama camera o matrimonial se consideran dos plazas. Sólo se modifica cuando la plaza deja de existir, cuando se incrementan las habitaciones, cuando se sustituyen camas personales por cameras o viceversa.

Tasa de ocupación: Se calcula sobre la base de la capacidad existente en las instalaciones expresadas en habitaciones. Este índice resultará de dividir el número de habitaciones-días ocupadas entre las habitaciones-días existentes multiplicados por 100.

Ingresos en divisas asociados al turismo: Gastos efectuados en el país de acogida por los visitantes internacionales, incluido el pago de sus transportes internacionales a las compañías nacionales de transportación. No se incluyen los ingresos que aun cuando se capta en las instalaciones turísticas, no se consideran de la actividad fundamental. Comprende las ventas de materias primas y materiales recuperados, el monto de los ingresos por ventas mayoristas, entre otros conceptos.

15.1 Flujo de viajeros / *Travelers flow*

Unidad

CONCEPTO	2014	2015	2016	2017	2018	2019
Total	**7.250.623**	**8.963.816**	**9.156.080**	**10.802.549**	**10.588.172**	**9.764.118**
Cubanos	1.627.266	2.754.242	2.167.203	2.891.400	2.769.562	3.144.497
Extranjeros	5.623.357	6.209.574	6.988.877	7.911.149	7.818.610	6.619.621

15.2 Flujo de viajeros de entradas y salidas / *Travelers flow of arrival and departure*

Unidad

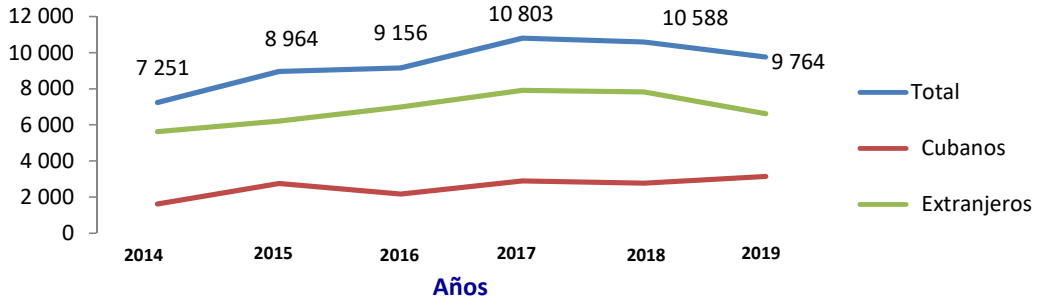
CONCEPTO	2014	2015	2016	2017	2018	2019
Total	**7.250.623**	**8.963.816**	**9.156.080**	**10.802.549**	**10.588.172**	**9.764.118**
Entradas	**3.470.309**	**4.466.902**	**4.622.982**	**5.559.116**	**5.769.792**	**5.488.560**
Cubanos	815.566	1.314.482	1.037.779	1.415.743	1.658.188	1.836.974
Extranjeros	2.654.743	3.152.420	3.585.203	4.143.373	4.111.604	3.651.586
Salidas	**3.780.314**	**4.496.914**	**4.533.098**	**5.243.433**	**4.818.380**	**4.275.558**
Cubanos	811.700	1.439.760	1.129.424	1.475.657	1.111.374	1.307.523
Extranjeros	2.968.614	3.057.154	3.403.674	3.767.776	3.707.006	2.968.035

15.3 Entradas de viajeros según residencia / *Travelers arrival*

Unidad

CONCEPTO	2014	2015	2016	2017	2018	2019
Total	**3.470.309**	**4.466.902**	**4.622.982**	**5.559.116**	**5.769.792**	**5.488.560**
Cubanos	**815.566**	**1.314.482**	**1.037.779**	**1.415.743**	**1.658.188**	**1.836.974**
Residentes	454.356	924.371	610.032	898.182	1.057.882	1.213.002
No residentes	361.210	390.111	427.747	517.561	600.306	623.972
Extranjeros	**2.654.743**	**3.152.420**	**3.585.203**	**4.143.373**	**4.111.604**	**3.651.586**

15.1 Gráfico: Flujo de viajeros en los últimos (miles de viajeros)



15.4 - Series de base sobre el turismo / *Basic series on Cuba's tourist industry*

Unidad

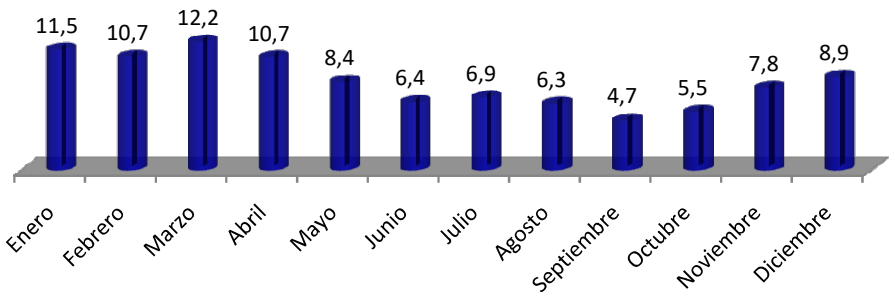
CONCEPTO	2014	2015	2016	2017	2018	2019
Visitantes Internacionales	**3.013.584**	**3.540.175**	**4.009.169**	**4.653.559**	**4.711.910**	**4.275.558**
Turistas	2.980.664	3.506.106	3.975.268	4.593.914	4.683.655	4.263.115
Visitantes por región						
De ello: África	17.602	17.361	19.657	23.043	27.542	20.990
América	2.047.531	2.356.360	2.426.477	2.825.491	2.938.813	2.789.351
Asia	85.938	111.483	153.473	104.893	276.173	199.967
Europa	852.233	1.037.969	1.383.939	1.380.188	1.423.463	1.227.823
Turistas por medio de transporte						
Vía aérea	2.980.664	3.506.106	3.975.268	4.593.914	4.683.655	4.263.115
Turistas por motivo de visita						
Vacaciones, ocio y recreo	2.861.180	3.363.372	3.775.786	4.313.085	4.328.128	3.994.822
Negocios y motivos profesionales	14.191	18.616	23.158	31.438	14.693	24.827
Otros	105.293	124.118	176.324	249.391	340.834	243.466

15.5 - Visitantes por meses / *Visitors per month of the year*

Unidad

CONCEPTO	2014	2015	2016	2017	2018	2019
Total	**3.013.584**	**3.540.175**	**4.009.169**	**4.653.559**	**4.711.910**	**4.275.558**
Enero	321.080	372.024	420.561	488.157	446.415	489.618
Febrero	316.789	362.614	417.520	484.627	441.600	459.417
Marzo	360.008	405.358	457.140	530.615	510.760	521.422
Abril	287.947	331.818	352.744	409.440	404.078	458.104
Mayo	196.843	238.646	263.005	305.277	357.114	358.321
Junio	182.162	219.922	246.047	285.593	342.779	274.837
Julio	212.617	267.790	307.860	357.342	386.034	295.042
Agosto	200.594	241.671	267.502	310.497	370.480	269.310
Septiembre	152.868	194.932	218.257	253.337	282.799	201.321
Octubre	188.536	228.326	258.554	300.116	326.391	235.613
Noviembre	260.663	293.732	324.957	377.187	390.086	333.863
Diciembre	333.477	383.342	475.022	551.371	453.374	378.690

15.5 Gráfico: Visitantes por meses en el año 2019, por ciento del total



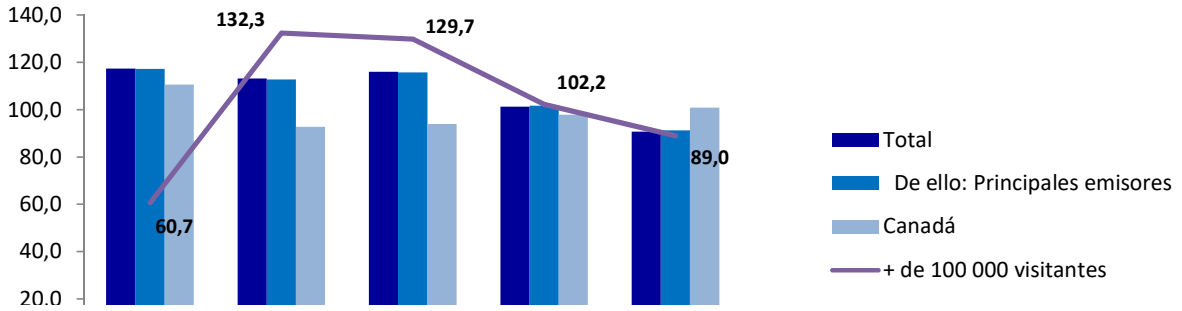
Total Vis: 4 275 558

15.6 - Visitantes por países / *Visitors per country of origin*

Unidad

CONCEPTO	2014	2015	2016	2017	2018	2019
Total	**3.013.584**	**3.540.175**	**4.009.169**	**4.653.559**	**4.711.910**	**4.275.558**
De ello: Principales emisores	**2.749.682**	**3.223.855**	**3.637.023**	**4.211.771**	**4.283.841**	**3.914.059**
Canadá	1.175.285	1.300.405	1.205.809	1.133.824	1.109.630	1.120.077
Comnunidad Cubana en el exterior	361.210	390.111	427.747	517.561	600.306	623.972
Estados Unidos	92.325	162.972	284.552	618.346	638.365	498.538
Rusia	112.256	137.970	191.585	227.829	137.440	177.977
Alemania	139.262	175.507	242.355	243.172	208.506	174.956
Francia	70.130	44.208	65.386	105.258	197.521	169.394
México	103.737	138.972	187.468	209.239	171.945	166.995
España	83.112	105.767	131.353	141.540	167.969	146.339
Italia	124.093	156.052	194.815	205.562	177.852	133.436
Inglaterra	77.509	107.903	153.340	168.949	189.963	123.745
Argentina	68.962	85.367	94.727	99.435	97.484	95.578
Chile	9.233	11.236	18.277	47.886	49.889	57.998
China	16.597	26.281	37.341	40.489	49.944	44.873
Filipinas	28.997	33.875	40.572	43.322	73.874	44.326
Colombia	37.762	31.257	34.390	40.949	45.966	43.048
Holanda	19.828	22.338	22.862	35.026	47.614	40.234
Polonia	1.428	2.355	7.006	24.239	33.598	33.175
Portugal	33.560	42.577	52.613	52.432	31.843	32.677
Perú	5.180	5.730	11.643	26.421	28.268	27.248
Suiza	14.678	19.155	25.544	27.253	31.317	25.665
Brasil	23.969	32.669	38.296	38.015	41.088	22.356
India	19.586	24.954	28.602	29.050	35.199	21.758
República Bolivariana de Venezuela	80.031	95.993	43.713	42.584	23.983	19.939
Indonesia	10.344	15.614	23.121	24.062	37.834	18.092
Bélgica	15.928	20.478	26.909	24.079	20.639	17.449
Australia	16.968	20.145	24.847	23.229	21.141	17.391
República de Corea	7.712	13.964	22.150	22.020	14.663	16.823

15.6 Dinámica en el comportamiento de los visitantes internacionales en los últimos cinco años



15.7 - Llegadas de turistas internacionales al conjunto total de los medios de alojamiento por tipo de establecimiento / *Arrivals of international tourists to accommodation facilities*

Unidad

TIPO DE ESTABLECIMIENTO	2014	2015	2016	2017	2018	2019
Total	**3.547.188**	**3.600.540**	**3.853.212**	**3.939.130**	**3.722.508**	**3.071.312**
Hoteles y otros establecimientos	**3.412.481**	**3.470.998**	**3.702.199**	**3.790.002**	**3.569.590**	**2.945.007**
Hoteles	3.387.409	3.446.288	3.666.564	3.751.867	3.530.376	2.912.682
5 Estrellas	1.057.741	1.397.113	1.406.411	1.505.107	1.399.089	1.155.964
4 Estrellas	1.897.699	1.617.280	1.501.253	1.540.605	1.545.623	1.273.468
3 Estrellas	249.665	245.992	547.941	505.393	445.954	367.843
2 Estrellas	171.890	175.636	200.844	189.938	129.296	106.827
1 Estrella	10.414	10.267	10.115	10.824	10.414	8.580
Moteles	1.851	2.005	1.975	2.114	2.229	1.839
Hoteles-Apartamentos [(a)]	5.079	5.128	5.606	5.999	6.326	5.227
Hostal	18.142	17.577	28.054	30.022	30.659	25.259
Medios de alojamiento complementarios	**134.707**	**129.542**	**151.013**	**149.128**	**152.918**	**126.305**
Casas y cabañas	14.090	13.263	23.510	25.160	26.532	21.889
De ellos: Bases de campismo	11.306	10.457	10.302	11.024	12.625	10.416
Campamentos	2.230	2.135	2.320	2.001	2.097	1.730
Villas turísticas	115.101	111.137	122.221	119.797	122.601	101.296
Otros medios de alojamientos [(b)]	3.286	3.007	2.962	2.170	1.688	1.390

[(a)] Incluye aparthoteles

[(b)] Excluye el sector no estatal

15.8 - Pernoctaciones de turistas internacionales en el conjunto total de los medios de alojamiento por tipo de establecimiento / *Overnight stays of international tourists in all accommodation facilities*

Unidad

TIPO DE ESTABLECIMIENTO	2014	2015	2016	2017	2018	2019
Total	**25.739.533**	**29.916.768**	**33.202.458**	**33.085.823**	**28.840.242**	**27.237.690**
Hoteles y otros establecimientos	**18.899.261**	**21.247.366**	**23.576.624**	**21.515.483**	**19.641.284**	**19.485.959**
Hoteles	18.815.099	21.152.749	23.467.391	21.412.748	19.535.691	19.381.202
5 Estrellas	10.893.681	12.247.149	12.289.724	9.476.455	8.634.248	8.565.968
4 Estrellas	5.432.542	6.107.499	7.106.707	7.954.030	7.907.035	7.844.506
3 Estrellas	2.170.125	2.439.748	1.316.669	2.286.048	1.969.512	1.953.937
2 Estrellas	298.609	335.709	2.733.224	1.671.155	1.007.512	999.544
1 Estrella	20.142	22.644	21.067	25.060	17.384	17.247
Moteles	1.887	2.121	39.725	29.999	30.550	30.308
Hoteles-Apartamentos [(a)]	30.129	33.872	44.789	46.731	49.013	48.625
Hostal	52.146	58.624	24.719	26.005	26.030	25.824
Medios de alojamiento complementarios	**6.840.272**	**8.669.402**	**9.625.834**	**11.570.340**	**9.198.958**	**7.751.731**
Casas y cabañas	56.012	56.971	58.853	59.567	62.068	61.577
De ellos: Bases de campismo	31.357	32.253	32.765	33.788	37.438	31.548
Campamentos	1.998	2.246	2.805	3.025	3.135	3.110
Villas turísticas	453.271	509.587	532.832	528.108	533.281	529.064
Otros medios de alojamientos [(b)]	6.328.991	8.100.598	9.031.344	10.979.640	8.600.474	7.157.980
De ello: Sector no estatal	6.315.095	8.086.702	8.954.100	10.972.649	7.897.851	6.217.894

[(a)] Incluye aparthoteles

15.9 - Pernoctaciones de turistas nacionales en el conjunto total de los medios de alojamiento por tipo de establecimiento / *Overnight stays of domestic tourists in all accommodation facilities*

Unidad

TIPO DE ESTABLECIMIENTO	2014	2015	2016	2017	2018	2019
Total	**7.317.605**	**7.394.779**	**8.893.124**	**8.314.246**	**7.545.274**	**8.117.103**
Hoteles y otros establecimientos	**3.502.163**	**3.644.795**	**4.544.061**	**3.808.047**	**3.582.137**	**4.613.528**
Hoteles	3.284.438	3.430.790	3.923.742	3.128.343	2.920.735	3.969.148
5 Estrellas	226.904	385.641	769.032	604.880	599.093	1.340.092
4 Estrellas	446.304	539.724	814.907	504.952	566.573	804.303
3 Estrellas	1.454.863	1.380.836	1.300.140	1.034.248	943.196	916.195
2 Estrellas	660.476	633.147	853.583	899.853	727.586	757.851
1 Estrella	495.891	491.442	186.080	84.410	84.287	150.707
Moteles	190.236	182.295	598.330	654.051	638.056	620.440
Hoteles-Apartamentos [(a)]	24.879	29.260	20.960	24.612	22.330	22.718
Hostal	2.610	2.450	1.029	1.041	1.016	1.222
Medios de alojamiento complementarios	**3.815.442**	**3.749.984**	**4.349.063**	**4.506.199**	**3.963.137**	**3.503.575**
Casas y cabañas	3.101.269	3.024.101	3.516.490	3.437.239	2.973.079	2.562.026
De ellos: Bases de campismo	2.380.705	2.386.112	2.404.113	2.470.452	1.852.518	1.555.685
Campamentos	12.125	4.463	6.541	6.620	6.510	5.046
Villas turísticas	601.479	613.313	675.472	782.576	707.769	688.208
Otros medios de alojamientos [(b)]	100.569	108.107	150.560	279.764	275.779	248.295

[(a)] Incluye aparthoteles

15.10 - Establecimientos de servicios de alojamiento / *Resorts service vacancies*

Unidad

CONCEPTO	2014	2015	2016	2017	2018	2019
Total de establecimientos	**430**	**434**	**447**	**471**	**483**	**506**
Hoteles	295	301	310	272	283	326
5 Estrellas	30	35	45	41	45	66
4 Estrellas	73	75	76	94	98	126
3 Estrellas	103	102	101	69	66	75
2 Estrellas	63	63	62	49	53	43
1 Estrella	26	26	26	19	21	16
Hoteles-Apartamentos [(a)]	7	7	7	7	7	7
Moteles	35	38	41	63	58	63
Hostales	12	12	10	8	10	10
Villas turísticas	44	31	35	31	36	38
Otros establecimientos [(b)]	37	45	44	90	89	62

[(a)] Incluye aparthoteles.

[(b)] Incluye: Casas y Cabañas, Campismos, Albergues, Campamentos Turísticos. Excluye establecimientos en el sector no estatal.

15.11- Habitaciones físicas de servicios de alojamiento / *Rooms service vacancies*

Unidad

CONCEPTO	2014	2015	2016	2017	2018	2019
Total de habitaciones físicas	**66.183**	**66.389**	**66.973**	**73.538**	**84.218**	**91.739**
Hoteles	53.290	53.396	53.805	58.485	67.904	76.687
5 Estrellas	19.809	19.930	20.062	23.285	23.276	31.869
4 Estrellas	20.206	20.199	20.402	23.430	33.948	30.700
3 Estrellas	8.974	9.070	8.633	7.043	6.530	9.222
2 Estrellas	3.660	3.551	4.057	4.346	3.780	4.289
1 Estrella	641	646	651	381	370	607
Hoteles-Apartamentos [(a)]	1.666	1.666	1.666	1.640	1.638	1.537
Moteles	441	442	448	509	557	504
Hostales	138	136	144	110	105	105
Villas turísticas	629	615	627	595	570	606
Otros establecimientos [(b)]	10.019	10.134	10.283	12.199	13.444	12.300

[(a)] Incluye aparthoteles.

[(b)] Incluye: Casas y Cabañas, Campismos, Albergues, Campamentos Turísticos. Excluye establecimientos en el se estatal.

15.12 - Plazas-camas de servicios de alojamiento / *Rooms service vacancies*

Unidad

CONCEPTO	2014	2015	2016	2017	2018	2019
Total de plazas - cama	**134.715**	**134.535**	**134.148**	**133.537**	**127.577**	**128.885**
Hoteles	106.838	106.911	106.860	104.343	100.450	100.659
5 Estrellas	39.697	39.881	39.934	37.326	36.100	36.250
4 Estrellas	40.436	40.401	40.373	44.543	43.009	43.150
3 Estrellas	18.069	18.161	18.077	13.186	13.020	13.120
2 Estrellas	7.347	7.160	7.166	7.892	7.301	7.123
1 Estrella	1.289	1.308	1.310	1.396	1.020	1.016
Hoteles-Apartamentos [(a)]	3.332	3.332	3.332	3.146	3.140	3.138
Moteles	1.266	897	898	968	962	960
Hostales	276	279	233	205	205	205
Villas turísticas	1.258	1.230	1.231	1.217	1.137	1.142
Casas y cabañas	20.083	20.289	20.108	22.157	20.200	21.310
De ellos: Bases de campismo	14.611	15.769	15.673	15.652	14.745	14.732
Campamentos turísticos	252	253	245	252	246	246
Albergues	1.158	1.100	1.007	989	984	979
Otros establecimientos [(b)]	252	244	234	260	253	246

[(a)] Incluye aparthoteles.

[(b)] Excluye capacidades en el sector no estatal.

15.13 - Capacidades de alojamiento del sistema de turismo en los polos turísticos [a]

Tourist resorts accommodation rates [a]

Unidad

CONCEPTO	2014	2015	2016	2017	2018	2019
Total						
Establecimientos	**326**	**335**	**352**	**371**	**386**	**397**
Habitaciones	**52.533**	**55.447**	**60.769**	**65.462**	**64.254**	**62.630**
Plazas	**100.736**	**106.950**	**112.579**	**124.283**	**123.072**	**121.460**
La Habana						
Establecimientos	72	84	87	88	86	83
Habitaciones	9.653	9.985	11.062	10.943	11.307	10.833
Plazas	27.001	27.092	22.132	22.981	20.984	20.984
Varadero						
Establecimientos	51	55	66	57	62	67
Habitaciones	16.976	16.368	19.890	18.133	18.159	17.020
Plazas	27.012	26.999	39.787	38.080	38.108	36.103
Ciego de Ávila						
Establecimientos	21	25	24	30	49	53
Habitaciones	3.690	3.701	5.807	4.497	4.714	4.329
Plazas	7.543	7.423	11.619	9.444	9.257	8.501
Holguín						
Establecimientos	24	20	23	19	18	16
Habitaciones	5.011	4.804	5.323	7.538	7.426	6.601
Plazas	9.718	15.880	10.651	15.829	10.105	8.982
Santiago de Cuba						
Establecimientos	25	21	23	22	22	20
Habitaciones	1.946	1.156	1.803	1.215	1.167	1.061
Plazas	4.570	4.787	3.610	2.550	2.330	2.118
Cayo Largo del Sur						
Establecimientos	9	9	9	9	9	9
Habitaciones	1.127	1.120	1.135	1.160	1.151	1.149
Plazas	2.234	2.245	2.282	2.436	2.302	2.215
Otros Polos						
Establecimientos	124	121	120	145	140	149
Habitaciones	14.130	18.313	15.749	21.976	20.330	21.637
Plazas	22.658	22.524	22.498	32.963	39.986	42.557

[a] Incluye solo las entidades especializadas del sistema de turismo.

15.14 - Tasa de ocupación media anual de los establecimientos de alojamiento [(a)]
Average annual occupancy rate [(a)]

Por ciento

TIPO DE ESTABLECIMIENTO	2014	2015	2016	2017	2018	2019
Total	**57,1**	**58,4**	**60,7**	**56,9**	**49,5**	**48,2**
Hoteles y otros establecimientos[(b)]	58,6	58,7	61,5	52,1	49,1	49,8
De ello: 5 Estrellas	61,0	61,1	64,4	60,0	56,2	57,4
4 Estrellas	63,5	63,7	63,1	51,6	52,7	53,2
3 Estrellas	52,6	51,6	48,7	40,3	36,2	35,5
2 Estrellas	51,4	43,3	47,2	42,7	33,4	33,5
1 Estrella	39,4	38,0	38,1	39,3	37,3	37,5

[(a)] Los totales se refieren a la tasa de ocupación calculada con las cifras de las habitaciones existentes.

[(b)] Incluye Hoteles y Moteles de todas las entidades dedicadas a la actividad turística. Excluye el Sector no estatal

15.15 - Ingresos asociados al turismo internacional / *International tourism revenues*

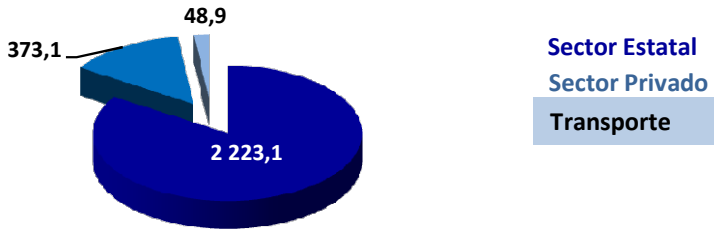
Millones de pesos convertibles

CONCEPTO	2014	2015	2016	2017	2018	2019
Total	**2 546,1**	**2 818,6**	**3 068,6**	**3 301,7**	**2 782,2**	**2 645,1**
Ingresos por turismo internacional	2 367,3	2 600,8	2 907,1	3 185,9	2 702,6	2 596,2
De ello: Sector Privado	378,9	485,2	537,3	706,6	473,9	373,1
Ingresos por transporte internacional	178,8	217,8	161,5	115,8	79,6	48,9

15.16 - Indicadores seleccionados del campismo popular / *Selected indicators on popular camping*

CONCEPTO	UM	2014	2015	2016	2017	2018	2019
Bases de campismo	U	76	92	97	91	97	97
Turistas extranjeros	MU	8,4	15,0	17,2	12,2	8,3	7,5
Turistas nacionales	MU	786,0	826,9	794,3	871,7	754,7	934,8
Ingresos	MCUC	16.297,8	12.558,4	15.668,7	17.995,0	20.944,0	19.052,9
De ello:							
Comercio minorista y gastronomía		9.478,5	11.421,8	14.508,3	16.662,3	13.025,6	13.998,9
Ingresos	MCUP	108.608,9	120.778,6	133.483,1	120.495,0	122.693,1	121.655,2
De ello:							
Comercio minorista y gastronomía		67.429,5	92.857,0	100.428,6	90.656,8	88.275,0	87.365,2

15.16 Gráfico: Estructura de los Ingresos asociados al Turismo Internacional en el año 2019



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	:	Cancellation No. 92025859

<u>EXHIBIT 44</u>

<u>TO RESPONDENT GENERAL CIGAR CO., INC.'S NOTICE OF RELIANCE</u>

TURISMO INTERNACIONAL INDICADORES SELECCIONADOS

Enero - Marzo 2020

Edición Junio 2020

ONE OFICINA NACIONAL DE ESTADÍSTICA E INFORMACIÓN

Centro de Gestión de la Información Económica, Medioambiental y Social

TURISMO INTERNACIONAL. INDICADORES SELECCIONADOS

Enero - Marzo de 2020

Junio de 2020
"Año 62 de la Revolución"

ONEI
OFICINA NACIONAL
DE ESTADÍSTICA E INFORMACIÓN
República de Cuba

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INTRODUCCIÓN

La presente publicación **"Turismo Internacional. Indicadores Seleccionados"** de la Oficina Nacional de Estadística e Información (ONEI), tiene como objetivo mostrar los resultados preliminares de los indicadores fundamentales que miden la actividad del turismo internacional en el país.

En la misma se podrá encontrar el comportamiento de los ingresos, pernoctaciones y la tasa de ocupación de las entidades empresariales atendidas por el MINTUR, Gaviota y Palco, además incluye: la llegada de visitantes a Cuba según área geográfica, ciudadanía, motivos de viaje, grupo de edades y sexo. Las fuentes de información utilizadas son: las cifras emitidas por la Dirección de Identificación, Inmigración y Extranjería, además del formulario 1394-08."Indicadores preliminares de ingresos y alojamiento" correspondiente al Sistema de Información Estadística Nacional, durante el período de Enero – Marzo de 2020.

Está publicación ha sido elaborada por los especialistas del Centro de Gestión de la Información Económica, Medioambiental y Social de la ONEI, la misma está disponible en formato electrónico (PDF) conjuntamente con otras informaciones en el sitio: www.onei.gob.cu

Agradecemos que las observaciones o sugerencias que contribuyan al perfeccionamiento de este servicio estadístico nos sean enviadas a través de **usuario@onei.gob.cu**

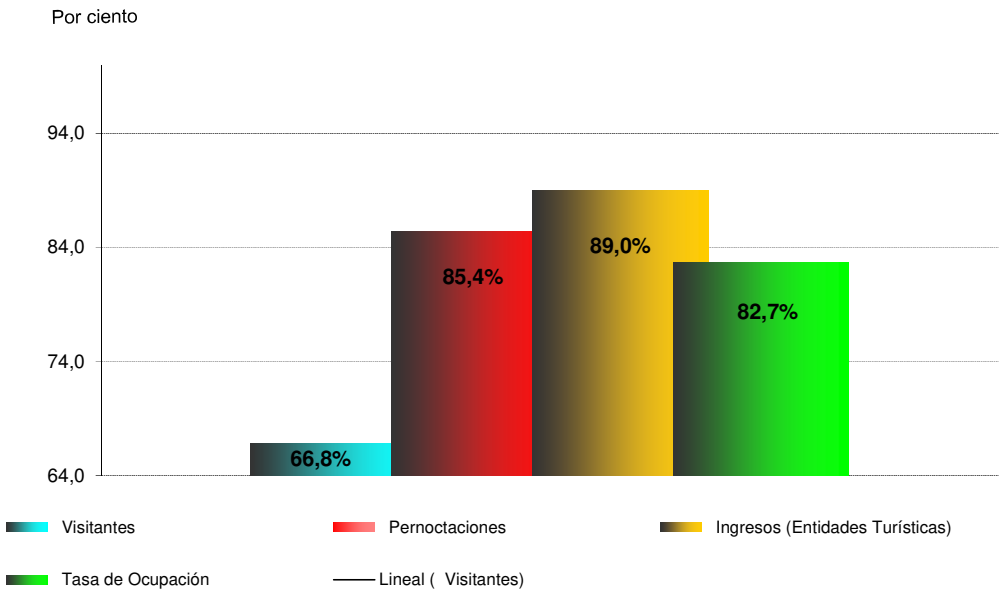
1. Principales indicadores del turismo internacional [a]

Unidad

INDICADORES	Enero-	Enero-Marzo 2019	Enero-Marzo 2020	(%) 20/19
Visitantes	U	**1 470 457**	**982 134**	66,8
Pernoctaciones	U	6 729 080	5 749 471	85,4
Tasa de Ocupación	%	52,7	43,6	82,7
Ingresos (Entidades Turísticas)	MCUC	716 503,3	637 464,1	89,0

[a] Corresponde a emtidades turísticas del sistema del Ministerio del Turismo.

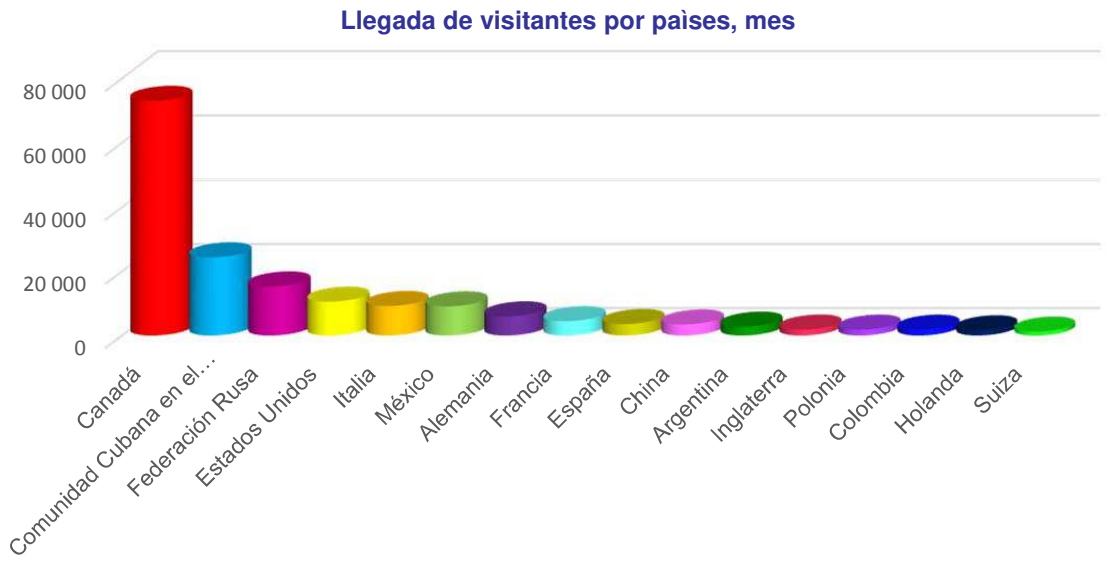
Indicadores seleccionados. Enero- Marzo de 2020



2. Llegada de visitantes internacionales por países, mes

Unidad

PAÍSES	Enero-Marzo 2019	Enero-Marzo 2020	(%) 20/19
TOTAL	**521 334**	**189 466**	**36,3**
Canadá	180 733	73 031	40,4
Comunidad Cubana en el Exterior	55 283	24 387	44,1
Federación Rusa	15 891	15 285	96,2
Estados Unidos	69 406	10 529	15,2
Italia	22 912	9 190	40,1
México	24 017	9 078	37,8
Alemania	11 864	5 959	50,2
Francia	9 564	4 459	46,6
España	15 307	3 565	23,3
China	9 951	3 430	34,5
Argentina	17 892	2 745	15,3
Inglaterra	1 341	1 827	136,2
Polonia	4 823	1 808	37,5
Colombia	3 482	1 802	51,8
Holanda	3 485	1 602	46,0
Suiza	2 973	1 188	40,0
Chile	2 751	1 102	40,1
Portugal	2 025	824	40,7
Perú	2 348	733	31,2
Otros	65 286	16 922	25,9

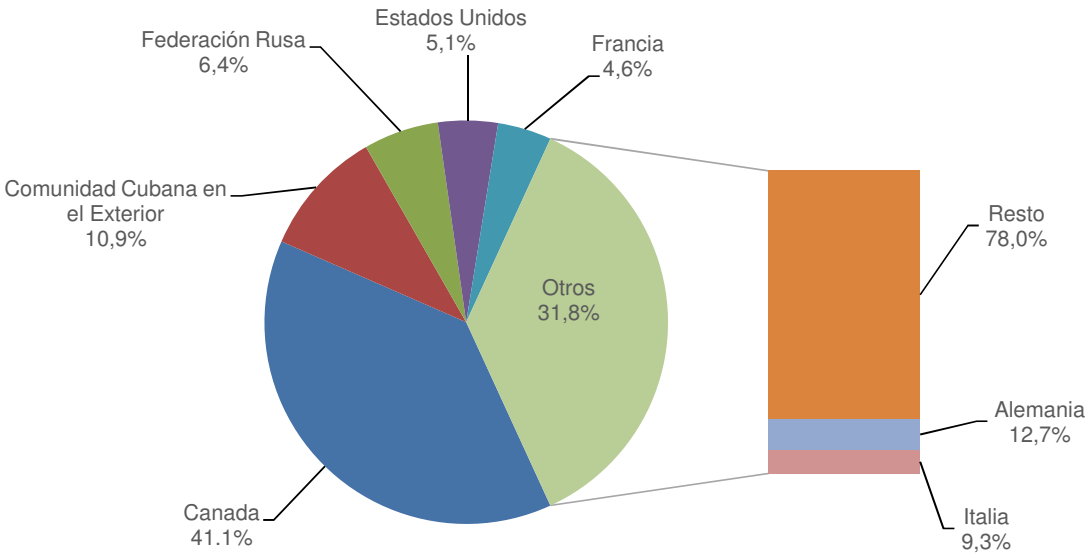


3. Llegada de visitantes internacionales por países, acumulado

Unidad

PAÍSES	Enero-Marzo 2019	Enero-Marzo 2020	(%) 20/19
TOTAL	**1 470 457**	**982 134**	**66,8**
Canadá	496 246	403 620	81,3
Comunidad Cubana en el Exterior	141 057	107 011	75,9
Federación Rusa	47 224	63 033	133,5
Estados Unidos	181 707	50 528	27,8
Francia	71 472	45 289	63,4
Alemania	65 064	39 720	61,0
Italia	46 835	29 178	62,3
México	33 333	26 302	78,9
España	27 699	21 834	78,8
Inglaterra	49 176	17 081	34,7
Argentina	26 416	15 817	59,9
Chile	14 264	12 165	85,3
Filipinas	16 092	9 897	61,5
Colombia	10 735	8 371	78,0
China	9 951	6 377	64,1
Holanda	14 419	6 215	43,1
Polonia	8 443	5 783	68,5
Portugal	7 505	4 622	61,6
Perú	5 975	4 568	76,5
Otros	196 844	104 723	53,2

Principales Emisores del Turismo. Enero-Marzo de 2020



4. Llegada de visitantes de la Comunidad Cubana en el exterior por país de embarque, mes

Unidad

PAÍSES	Enero-Marzo 2019	Enero-Marzo 2020	(%) 20/19
TOTAL	**55 283**	**24 387**	**44,1**
Estados Unidos	49 657	21 609	43,5
España	1 245	656	52,7
México	742	432	58,2
Canadá	871	401	46,0
Panamá	649	395	60,9
Alemania	351	194	55,3
Italia	428	138	32,2
Francia	202	77	38,1
República Bolivariana de Venezuela	212	67	31,6
Suiza	104	66	63,5
Federación Rusa	85	55	64,7
Holanda	102	41	40,2
Nicaragua	9	28	311,1
República Dominicana	30	27	90,0
Bahamas	14	26	185,7
Perú	90	24	26,7
Islas Caimán	47	22	46,8
Colombia	37	20	54,1
Bélgica	75	20	26,7
China	53	16	30,2
Inglaterra	66	14	21,2
Trinidad y Tobago	20	12	60,0
Turquía	9	10	111,1
Haití	18	8	44,4
Jamaica	7	6	85,7
Guyana Britanica	6	5	83,3
Argentina	6	5	83,3
Angola	39	5	12,8
Otros	109	8	7,3

ว

5. Llegada de visitantes de la Comunidad Cubana en el exterior por país de embarque, acumulado

Unidad

PAÍSES	Enero-Marzo 2019	Enero-Marzo 2020	(%) 20/19
Total	**141 057**	**107 011**	**75,9**
Estados Unidos	125 237	94 753	75,7
España	3 482	2 985	85,7
Canadá	2 120	1 794	84,6
Panamá	1 784	1 617	90,6
México	1 976	1 515	76,7
Italia	1 205	894	74,2
Alemania	1 089	891	81,8
Francia	797	464	58,2
República Bolivariana de Venezuela	620	403	65,0
Suiza	265	252	95,1
Federación Rusa	195	202	103,6
Holanda	300	174	58,0
Perú	244	139	57,0
República Dominicana	112	128	114,3
Bélgica	162	113	69,8
Islas Caimán	112	84	75,0
Colombia	127	84	66,1
Finlandia	77	64	83,1
Nicaragua	26	63	242,3
Bahamas	42	60	142,9
China	99	58	58,6
Inglaterra	172	54	31,4
Trinidad y Tobago	43	39	90,7
Turquía	48	33	68,8
Jamaica	21	32	152,4
Angola	127	30	23,6
Argentina	18	26	144,4
Haití	29	24	82,8
Otros	528	36	6,8

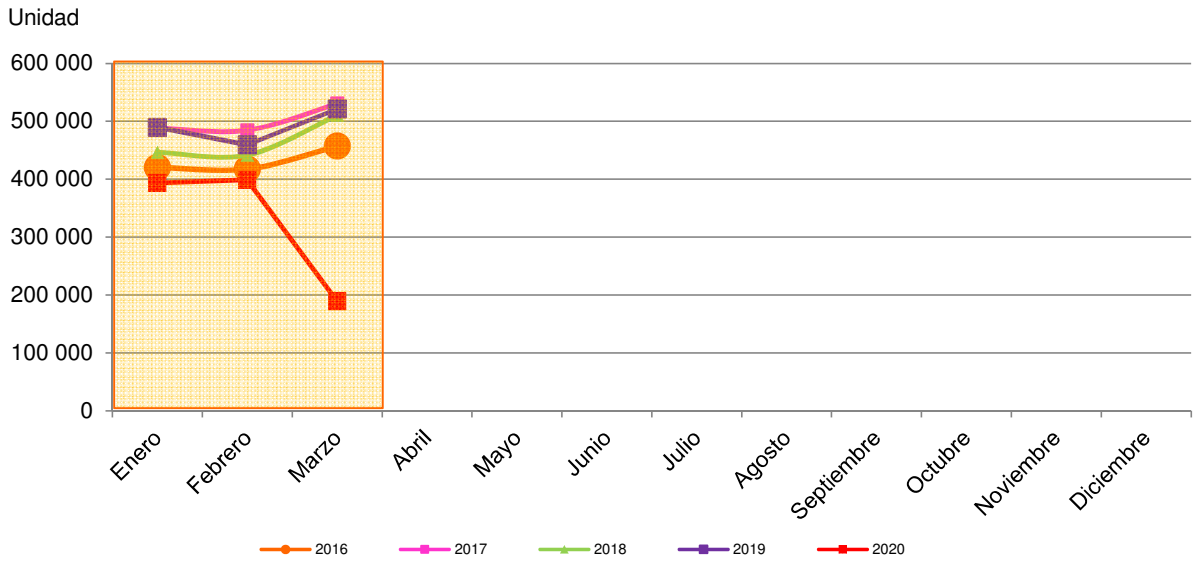
6. Llegada de visitantes internacionales por meses

Unidad

MESES	Enero-Marzo		20/19
Enero	489 618	393 762	80,4
Febrero	459 417	398 906	86,8
Acumulado	**949 035**	**792 668**	**83,5**
Marzo	521 422	189 466	36,3
Acumulado	**1 470 457**	**982 134**	**66,8**
Abril	…	…	…
Acumulado			
Mayo	…	…	…
Acumulado			
Junio	…	…	…
Acumulado			
Julio	…	…	…
Acumulado			
Agosto	…	…	…
Acumulado			
Septiembre	…	…	…
Acumulado			
Octubre	…	…	…
Acumulado			
Noviembre	…	…	…
Acumulado			
Diciembre	…	…	…
Acumulado			

(a) Ajustes en los meses

Llegada de visitantes Enero-Marzo por meses en los últimos cinco años

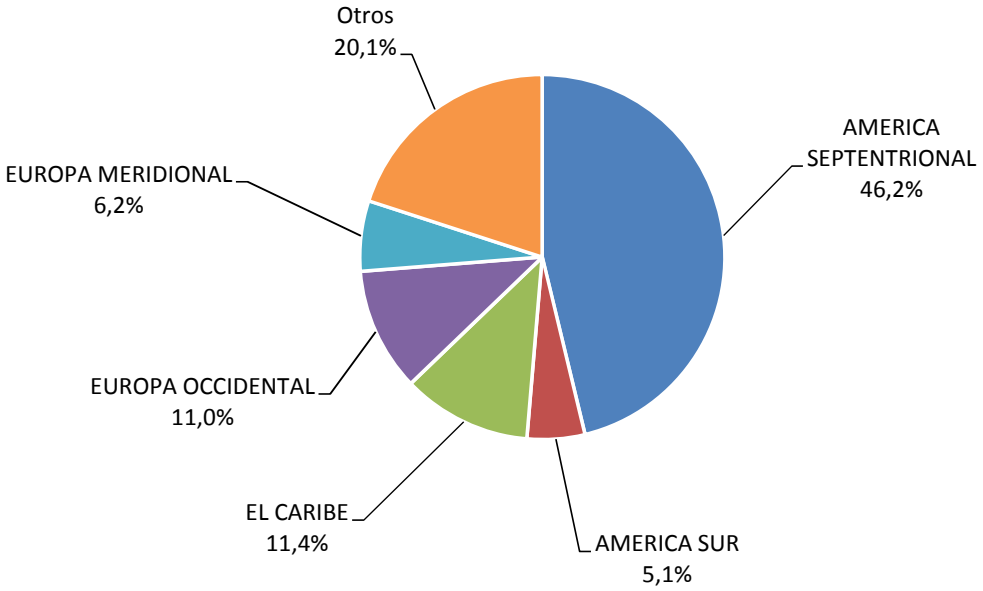


7. Llegada de visitantes por regiones geográficas

Unidad

REGIONES GEOGRÁFICAS	Enero-Marzo 2 019	Enero-Marzo 2 020	(%) 20/19
Total	**1 470 457**	**982 134**	**66,8**
AMERICAS	**956 372**	**651 700**	**68,1**
AMERICA SEPTENTRIONAL	678 082	454 160	67,0
AMERICA CENTRAL	46 465	34 901	75,1
AMERICA SUR	81 101	50 248	62,0
EL CARIBE	150 724	112 391	74,6
EUROPA	**417 889**	**293 890**	**70,3**
EUROPA ORIENTAL	85 913	93 603	109,0
EUROPA SEPTENTRIONAL	72 214	31 556	43,7
EUROPA OCCIDENTAL	168 904	107 552	63,7
EUROPA MERIDIONAL	90 858	61 179	67,3
ASIA	**80 039**	**29 715**	**37,1**
ASIA ORIENTAL	26 256	15 356	58,5
ASIA MERIDIONAL	11 973	2 419	20,2
ASIA CENTRAL	475	451	94,9
ASIA SUDORIENTAL	32 659	4 801	14,7
ASIA OCCIDENTAL	8 676	6 688	**77,1**
AFRICA	**8 376**	**3 221**	**38,5**
OTROS	**7 781**	**3 608**	**46,4**

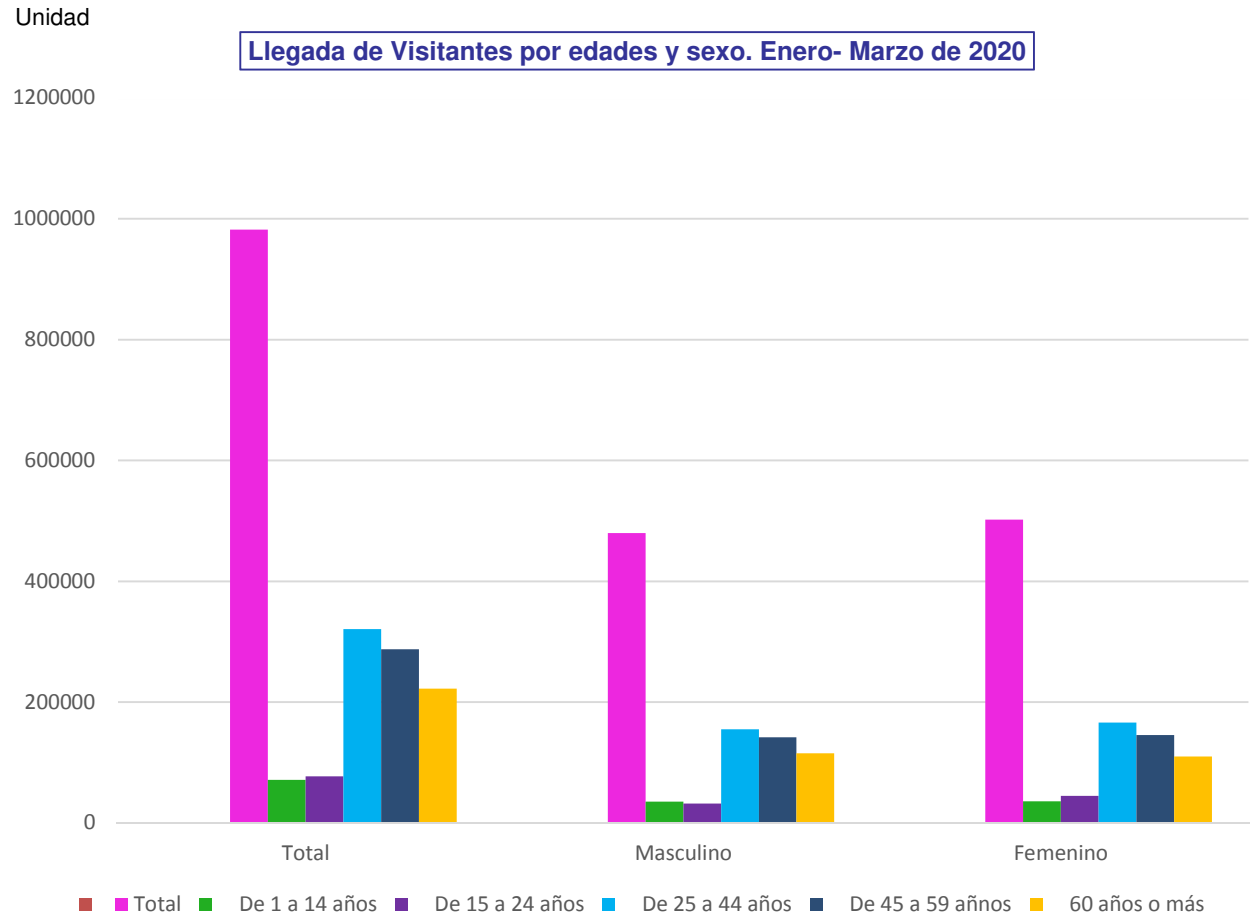
Estructura por regiones geograficas. Enero-Marzo 2020



8. Llegada de visitantes por edades y sexo

Unidad

EDADES	Enero-Marzo		
	Total	Masculino	Femenino
	982 134	**479 869**	**502 265**
Menores de 15	71 428	35 494	35 934
De 15 a 24	77 003	32 080	44 923
De 25 a 44	320 929	155 048	165 881
De 45 a 59	287 342	141 894	145 448
De 60 y más	225 432	115 353	110 079

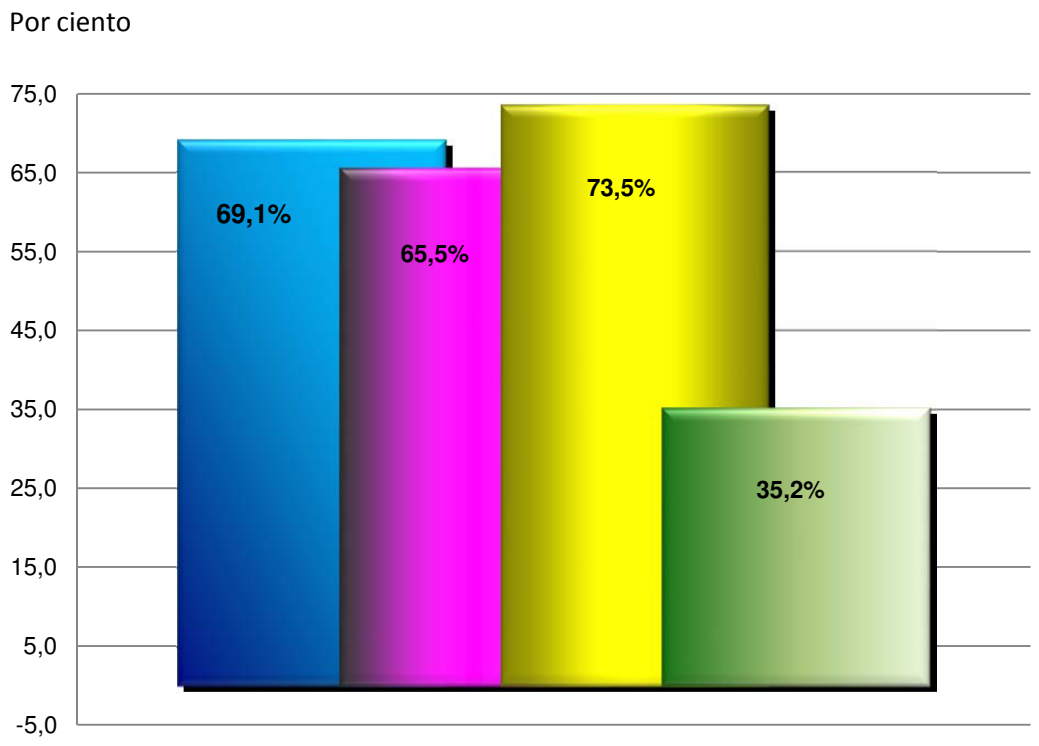


9. Llegada de visitantes por motivos de viaje

Unidad

MOTIVOS	Enero-Marzo 2019	Enero-Marzo 2020	(%) 20/19
TOTAL	**1 470 457**	**982 134**	**66,8**
Ocio, Recreo y Vacaciones	1 361 605	941 449	69,1
Negocios y Motivos Profesionales	6 633	4 344	65,5
Eventos	897	659	73,5
Otros Motivos	101 322	35 682	35,2

Dinámica de la llegada de visitantes por motivos de viaje. Enero-Marzo

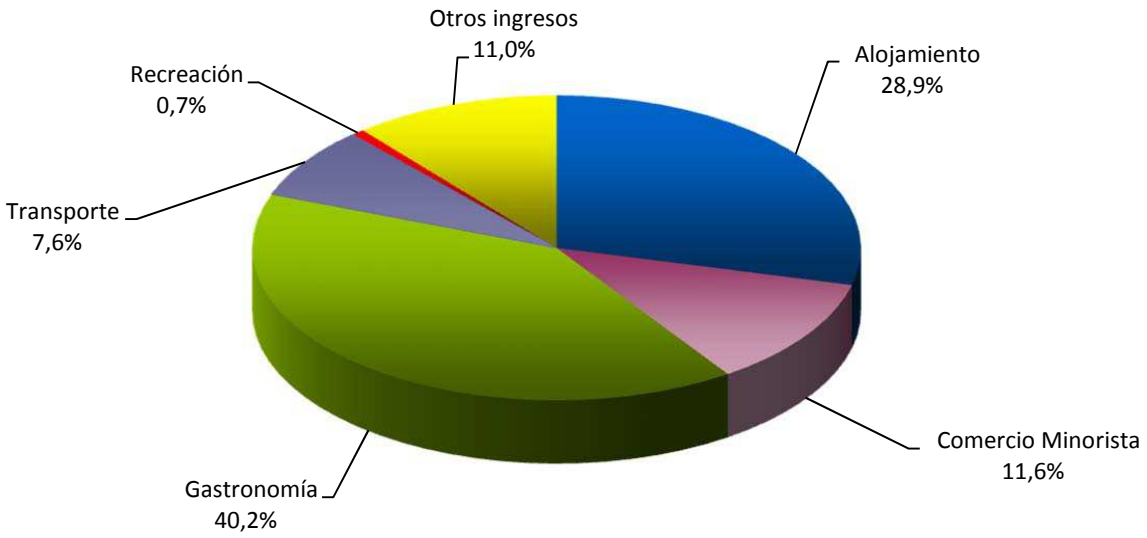


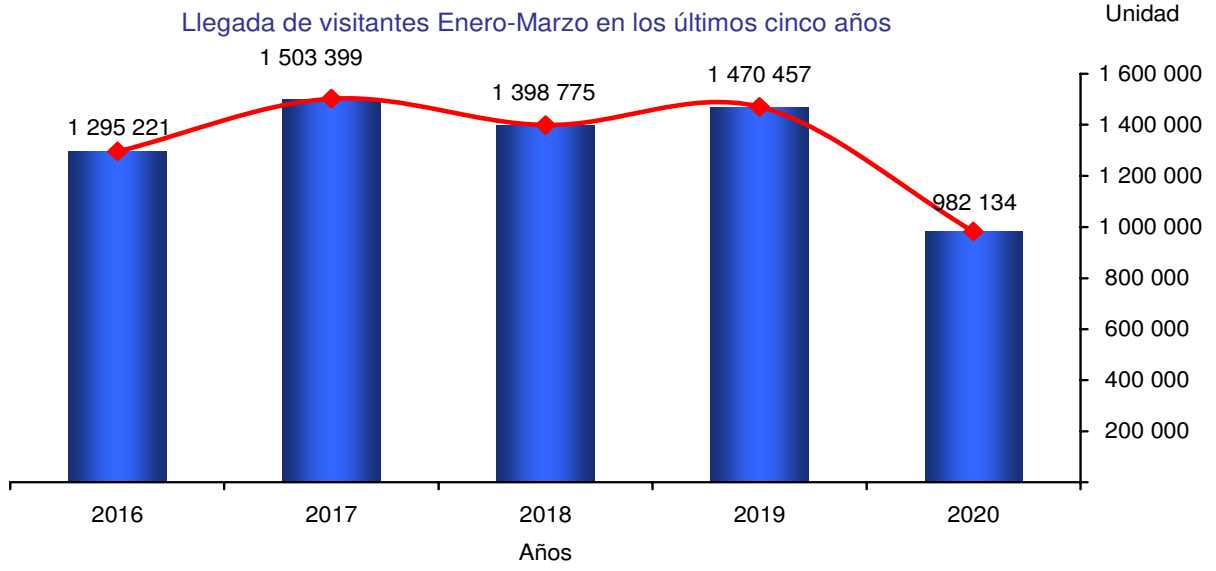
10. Ingresos de las entidades turísticas

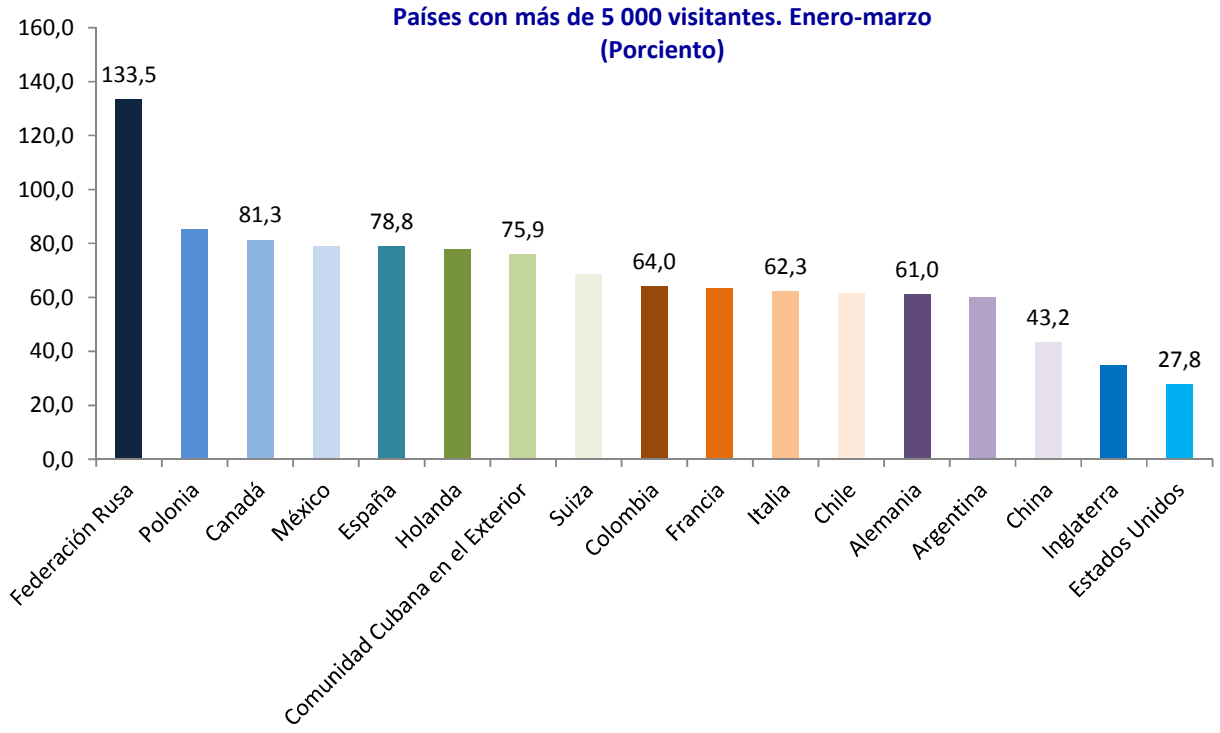
Miles de CUC

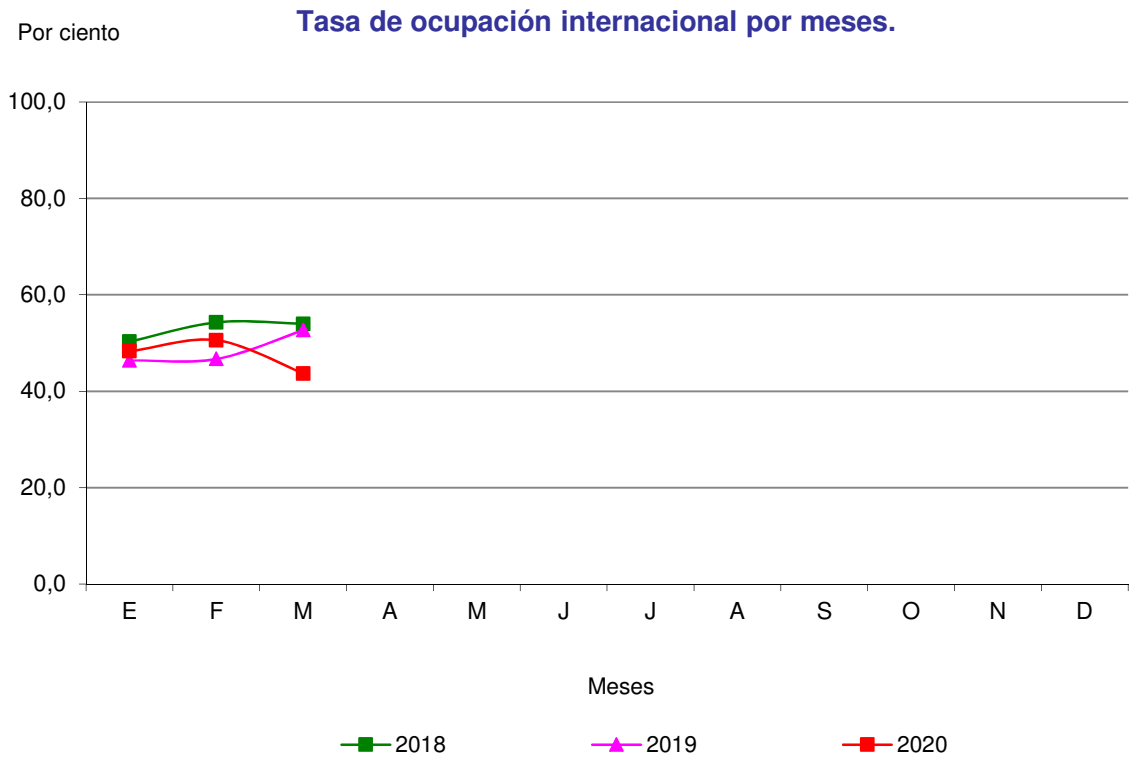
INGRESOS	Enero -Marzo 2019	Enero -Marzo 2020	(%) 20/19
TOTAL	**716 503,3**	**637 464,1**	**89,0**
Alojamiento	229 320,8	184 106,7	80,3
Comercio Minorista	71 094,9	73 790,0	103,8
Gastronomía	284 006,9	256 460,1	90,3
Transporte	51 422,9	48 371,4	94,1
Recreación	5 848,1	4 423,9	75,6
Otros	74 809,7	70 312,0	94,0

Ingresos de las entidades turísticas. Enero-Marzo 2020




Llegada de visitantes Enero-Marzo en los últimos cinco años
Unidad
1 295 221
1 503 399
1 398 775
1 470 457
982 134
1 600 000
1 400 000
1 200 000
1 000 000
800 000
600 000
400 000
200 000
2016
2017
2018
2019
2020
Años


Países con más de 5 000 visitantes. Enero-marzo
(Porciento)
160,0
140,0
120,0
100,0
80,0
60,0
40,0
20,0
0,0
133,5
81,3
78,8
75,9
64,0
62,3
61,0
43,2
27,8
Federación Rusa
Polonia
Canadá
México
España
Holanda
Comunidad Cubana en el Exterior
Suiza
Colombia
Francia
Italia
Chile
Alemania
Argentina
China
Inglaterra
Estados Unidos


Tasa de ocupación internacional por meses.
Por ciento
100,0
80,0
60,0
40,0
20,0
0,0
E
F
M
A
M
J
J
A
S
O
N
D
Meses
2018
2019
2020

ABREVIATURAS

UM	Unidad de Medida
U	Unidad
MCUC	Miles de CUC
CUC	Pesos convertibles
%	Por ciento

DEFINICIONES METODOLÓGICAS

Visitantes Internacionales: Personas que visitan a un país diferente de aquel en el que tienen su lugar de residencia habitual por un período no superior a un año, cuyo motivo principal será con la finalidad de ocio, recreación, negocios u otro motivo personal, y no es el de ejercer una actividad remunerada en el país visitado. Comprende dos categorías: turistas y excursionistas.

Llegadas: Afluencia de visitantes internacionales al país de referencia, donde cada números de llegadas de visitantes corresponde a un viaje al extranjero y no tiene que ser necesariamente igual al número de personas que viajan. La misma persona, que puede efectuar varios viajes con destino a un país durante determinado período, será contada cada vez como una nueva llegada.

Turistas: Todo visitante que viaja a un país distinto de aquel en el que tiene su residencia habitual, que efectúa una estancia de por lo menos una noche, pero no superior a un año, cuyo motivo principal de la visita no es el de ejercer una actividad remunerada en el país visitado.

Pernoctaciones: Número de noches que las personas pasan en los establecimientos de alojamiento. Es la suma día a día de las plazas que han sido ocupadas por los turistas durante un período determinado.

Tasa de ocupación: A través del cálculo se obtiene un índice de ocupación o de utilización de la instalación que debe ser calculado sobre la base de la capacidad existente en las instalaciones expresado en habitaciones, este índice resultará de dividir el número de habitaciones-días ocupadas entre las habitaciones-días existentes multiplicada por 100.

Ingresos en divisas asociados al turismo: Gastos efectuados en el país de acogida por los visitantes internacionales, incluido el pago de sus transportes internacionales a las compañías nacionales de transportación.

No se incluyen los ingresos que aun cuando se capta en las instalaciones turísticas, no se consideran de la actividad fundamental. Comprende las ventas de materias primas y materiales recuperados, el monto de los ingresos por ventas mayoristas, entre otros conceptos.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

<u>EXHIBIT 45</u>

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Slideshow (12 images)

HAVANA (Reuters) - Tourist arrivals to Cuba plunged 23.6% on the year in July, official data showed on Wednesday, confirming the blow dealt to the sector by the Trump administration's tightening of U.S. restrictions on travel to the Caribbean island.

Data from the Statistics Office had already shown a 20% drop in arrivals in June, after Washington that same month banned cruises to Cuba and made it harder for U.S. citizens to get an exemption from the ban on travel there.

The sustained decline reverses a boom in arrivals and therefore the broader tourism industry in recent years following the U.S.-Cuban detente under former U.S. President Barack Obama that President Donald Trump is now unraveling.

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WORLD NEWS

AUGUST 21, 2019 / 12:53 PM / UPDATED A YEAR AGO

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By Reuters Staff

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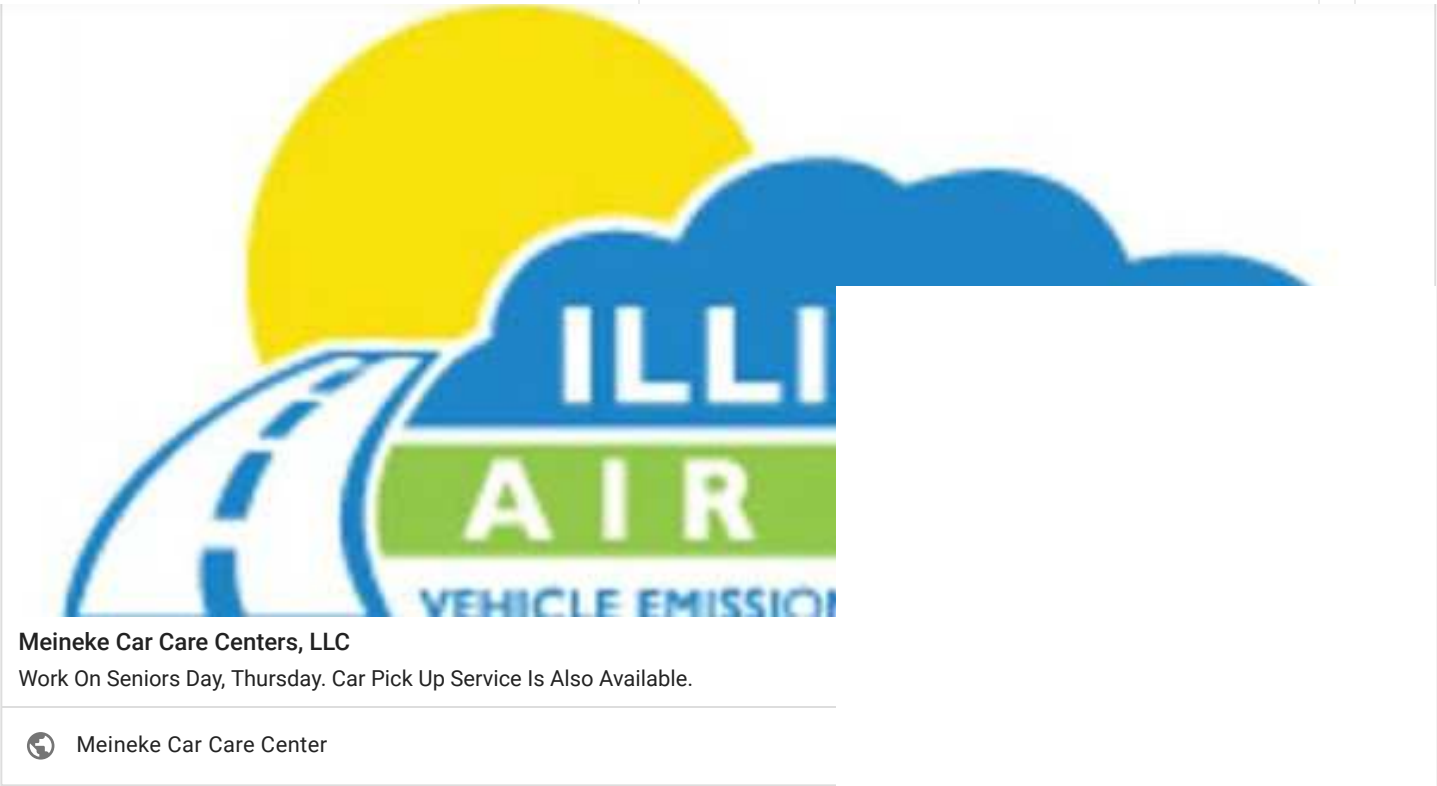

The Trump administration has targeted two of the few bright spots in Cuba's otherwise beleaguered economy, tourism and foreign investment, as part of its campaign to pressure the Communist government to reform and drop support for embattled leftist Venezuelan President Nicolas Maduro.

Analysts say Trump appears to also be eyeing the 2020 presidential elections, with the swing state of Florida home to many Cuban Americans who welcome the harder line on Havana and his base applauding it as part of his broader attack on socialism.

The administration's measures are hurting an economy already battling a cash crunch in the wake of a steep decline in aid from leftist ally Venezuela and a drop in exports.

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The Cuban government last month revised sharply downwards its estimate for full-year visitors arrivals to 4.3 million from an original goal of more than 5 million. That will spell a 8.5% drop from the 4.7 million reported last year.

While the decline is impacting the state tourism sector, it is also hurting the many restaurants, bed-and-breakfasts and taxi drivers in the fledgling Cuban private sector that the United States says it wants to support.

Washington's recent decision to allow lawsuits by U.S. citizens against firms deemed to be trafficking in property expropriated by the Cuban government is also impacting the foreign companies working in Cuba's tourism sector, with several facing claims.

Reporting by Sarah Marsh; Editing by Marguerita Choy

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Message:

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To Cigarettes.

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A SYMBOL OF THE GOOD LIFE

Say it all without saying a word

SIMPLY FLAWLESS

An unwavering commitment to quality and craftsmanship

EXPLORE THE WORLD OF COHIBA (/WORLD-OF-COHIBA)

A WORK OF ART

Because every masterpiece deserves a master

SOME PREFER THE FINER THINGS

Others demand the finest

EXPLORE THE COLLECTION (/THE-COLLECTION)

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Black

COHIBA BLACK

Substance meets style

FIND COHIBA BLACK (/FIND-COHIBA)

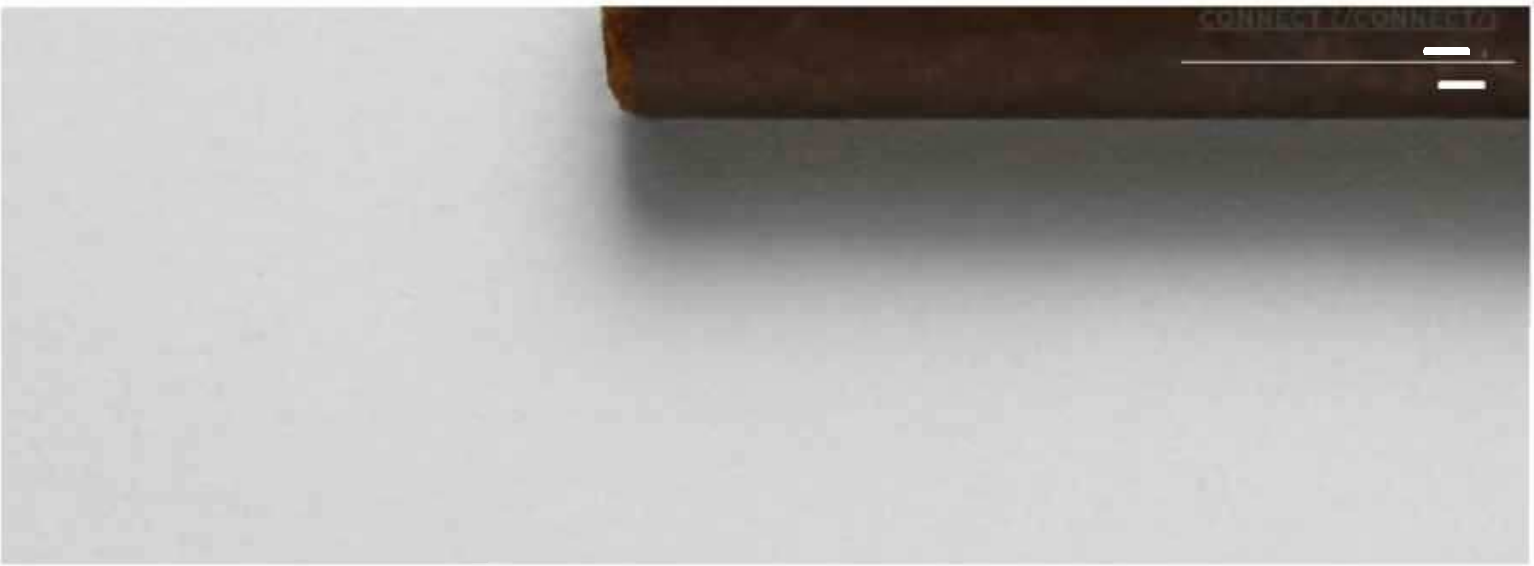
An espresso of a cigar with a deep, lustrous wrapper, Cohiba Black consistently delivers rich, concentrated flavor. Made with tobaccos aged for at least three years, this is the go-to cigar for those who revel in the indulgent.

WRAPPER
Connecticut Broadleaf

BINDER
Connecticut Broadleaf

FILLER
Dominican (Piloto Cubano)

COHIBA
COHIBA
COHIBA
COHIBA



FIND COHIBA BLACK (/FIND-COHIBA)

PRIVACY (/PRIVACY-POLICY) |
TERMS (/TERMS-OF-USE) |
CONTACT US (/CONTACT-US)

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Cohiba

COHIBA

A modern classic

FIND COHIBA (/FIND-COHIBA)

Synonymous with extravagant taste and complex flavor, true cigar connoisseurs know Cohiba as one of the world's finest cigars. Meticulously handcrafted in the Dominican Republic, Cohiba is the product of masterful blending. Featuring three varieties of Cuban seed tobaccos aged under the watchful eyes of our artisans, Cohiba is a dimensional, slightly-spicy smoke created for the initiated.

WRAPPER
Cameroon

BINDER
Jember (Indonesian)

FILLER
Dominican (Piloto Cubano)

FIND COHIBA (/FIND-COHIBA)

PRIVACY (/PRIVACY-POLICY) |
TERMS (/TERMS-OF-USE) |
CONTACT US (/CONTACT-US)

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Luxury Selection

COHIBA LUXURY SELECTION

Pure decadence

FIND COHIBA LUXURY SELECTION (/FIND-COHIBA)

Cohiba's most exclusive offering to date, this extraordinary cigar is made with a rare wrapper tobacco harvested from an equatorial African forest. The work of new aging and fermentation techniques, Cohiba Luxury Selection delivers a level of refinement and elegance that cannot be found in any other cigar in the world. This rarefied offering was released in 2014.

WRAPPER
Meerapfel African Gold

BINDER
Mexican San Andrés

FILLER
Brazilian Mata Fina and Dominican Piloto Cubano and Olor

COHIBA
LUXURY SELECTION

FIND COHIBA LUXURY SELECTION (/FIND-COHIBA)

SURGEON GENERAL WARNING:
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To Cigarettes

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Macassar

In a fitting tribute to the rare Indonesian Macassar ebony that adorns its box, the artisans of Cohiba selected only the finest leaves that meet the highest standards of taste and aesthetics for Cohiba Macassar. This super-premium expression is made solely of proprietary tobaccos, each aged for more than four years in Dominican rum barrels, refining their flavor to exquisitely nuanced notes of vanilla and spice.

WRAPPER
Connecticut Havana

BINDER
Connecticut Broadleaf

FILLER
Dominican, Nicaraguan

COHIBA®
MACASSAR

FIND COHIBA MACASSAR (/FIND-COHIBA)

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To Cigarettes.

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Nicaragua

COHIBA NICARAGUA

A bold expression of strength and complexity

FIND COHIBA NICARAGUA (/FIND-COHIBA)

From the artisans of Cohiba comes the brand's first Nicaraguan cigar. Blended with the finest hand-selected leaves from the volcanic soils of Estelí and Jalapa, Cohiba Nicaragua is full in flavor and intricately balanced. This is a rich, creamy smoke peppered with bold notes of spice, ideal for any occasion that calls for a fine, handmade cigar.

WRAPPER
Colorado Oscuro

BINDER
Nicaraguan

FILLER
Nicaraguan

THE BRAND (/)
WORLD OF COHIBA (/WORLD-OF-COHIBA/)
THE CRAFT (/THE-CRAFT/)
COLLECTION (/THE-COLLECTION/)
EVENTS
FIND COHIBA (/FIND-COHIBA/)
CONNECT (/CONNECT/)

SURGEON GENERAL WARNING:
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THE COLLECTION

Select...

COHIBA

A modern classic

VIEW DETAILS (/THE-COLLECTION/COHIBA/)

COHIBA BLACK

Substance meets style

VIEW DETAILS (/THE-COLLECTION/COHIBA-BLACK/)

COHIBA MACASSAR

The pinnacle of luxury

VIEW DETAILS (/THE-COLLECTION/COHIBA-MACASSAR/)

COHIBA NICARAGUA

A bold expression of strength and complexity

VIEW DETAILS (/THE-COLLECTION/COHIBA-NICARAGUA/)

COHIBA LUXURY SELECTION

Pure decadence

COHIBA/)

CONNECT (/CONNECT/)

VIEW DETAILS (/THE-COLLECTION/COHIBA-LUXURY-SELECTION/)

PRIVACY (/PRIVACY-POLICY) |
TERMS (/TERMS-OF-USE) |
CONTACT US (/CONTACT-US)

SURGEON GENERAL WARNING:
Cigars Are Not A Safe Alternative To Cigarettes.

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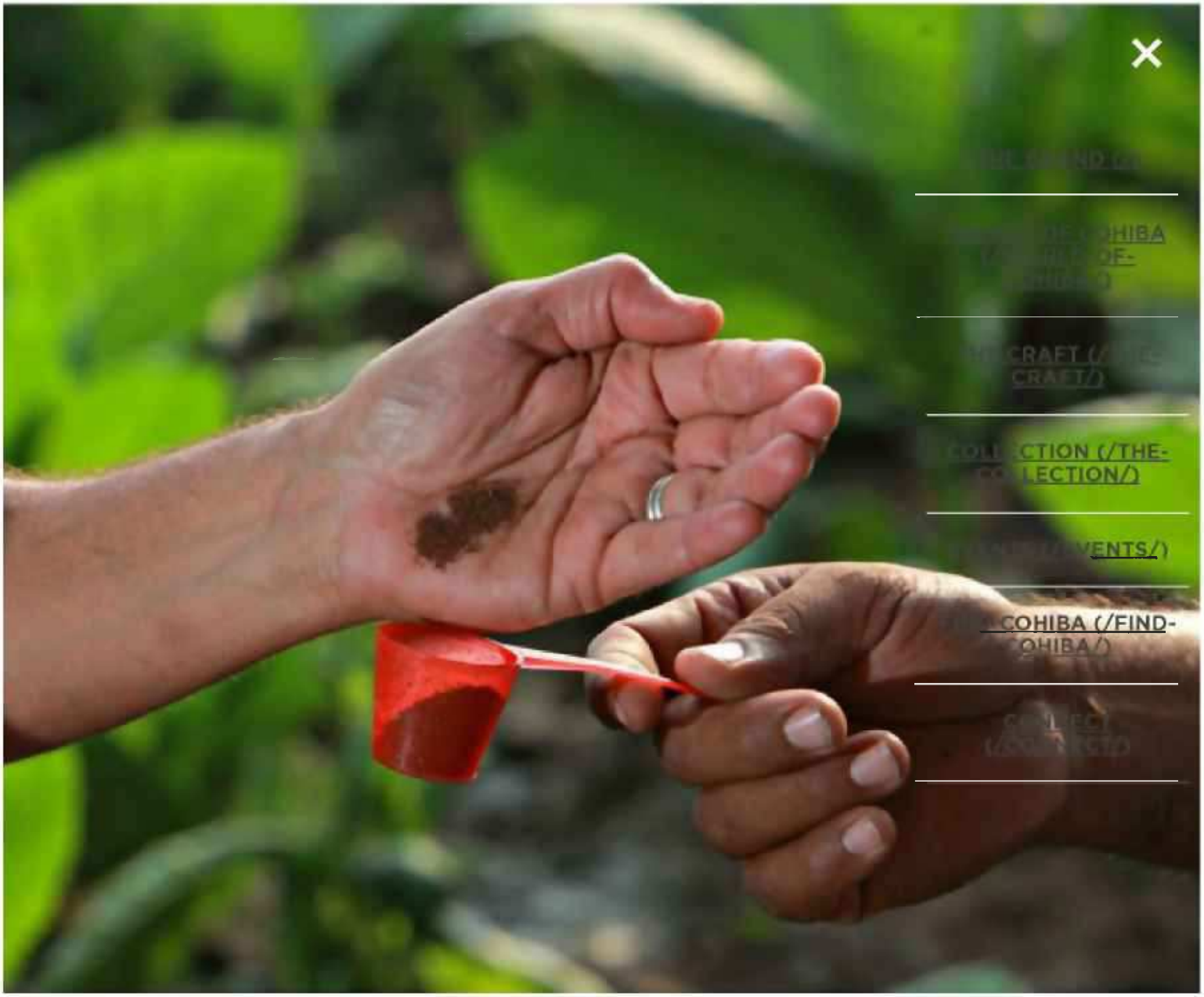
THE CRAFT

Creating the world's finest cigars

CULTIVATING EXCELLENCE

THE RIGHT PEDIGREE

Cohiba begins with tobacco seeds that have been rigorously selected and bred by our team of agronomists. The tiny seeds are raised in climate controlled greenhouses. There, skilled farmers hand-select the very best leaves even before the seedlings are transplanted into the rich soil. This ensures that only the finest tobaccos comprise Cohiba cigars.


CRAFT (/
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COHIBA (/FIND-
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FIELDS OF GOLD

The plants are raised in nutrient-rich soil where our experts continually monitor the tobacco to ensure that each leaf bears the specific characteristics set forth for Cohiba.

THE HARVEST

TOUCHED BY MORE THAN 100 HANDS

Once the plants have reached maturity, our farmers handpick the tobacco with care, ensuring its unique attributes are preserved. Even with the great attention given to the crop, only a small portion of it will be deemed worthy of becoming Cohiba.

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COHIBA®

(/COHIBA-NICARAGUA-PEQUENOS/)

COHIB
Nicaragu

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

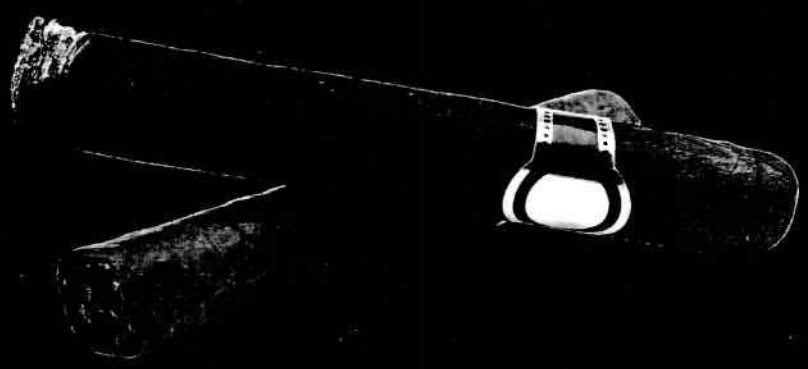
EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

EXHIBIT 47

TO RESPONDENT GENERAL CIGAR CO., INC.'S NOTICE OF RELIANCE

THE ULTIMATE CIGAR BOOK

4TH EDITION



RICHARD CARLETON HACKER

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The ULTIMATE CIGAR BOOK

4TH EDITION

Richard Carleton Hacker

Skyhorse Publishing

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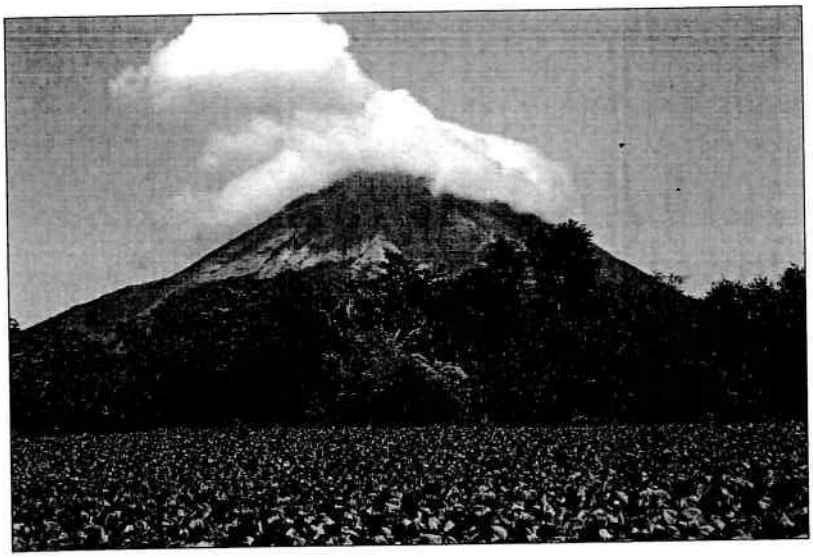

This is Concepción, which at 5,282 feet above sea level, is still a very much active volcano that looms over the tobacco fields of Ometepe, with huge white clouds of thick steam perpetually cloaking the crater.

emphasis by America's growing penchant for Nicaraguan tobaccos, due, in no small part, to its affinity with Cuban tobacco.

With pioneering cigars like Joya de Nicaragua in 1965 and cigar making families like Padrón and Plasencia to help show the way, numerous factories have been opened up since then to satisfy a growing demand that is making cigar history with first-time all-Nicaraguan brands like Davidoff, Montecristo, and Cohiba, all of which clearly demonstrated the excellence that this country is capable of producing.

Up until the mid-1970s, most of the cigars being made in these "newly discovered" countries by Cuban exiles were purposely given new names, since it was assumed that when the cigar makers left Cuba, they forfeited the use of their original Havana brands, which

This is Ometepe tobacco leaf. It is oily, elastic, and retains moisture extremely well. I was able to take a fresh cut leaf from the field and fold it over six times without breaking it. It is used to bring a rich sweetness to filler blends and only grows on one Nicaraguan volcanic island.

I took this photo on the island to show the first two cigars to use Ometepe tobaccos. Now, of course, it is seen much more frequently.

were now being made by the Castro regime. But in 1975, in a landmark case involving ownership of the H. Upmann name, the US courts ruled that many of the cigar-making families and former owners of the Havana factories still retained the US rights to the brand names they had either inherited or purchased prior to Castro's takeover. From that moment on, we began to see a reemergence of what was then called the "exile brands"—famous-name cigars that are still being made in Havana, but are now being made in other countries as well.

Which is why today we have both Cuban and Dominican versions of Romeo y Julieta, H. Upmann, and Partagas, for example, and Cuban-Honduran pairings of famous name brands like Hoyo de Monterrey, El Rey del Mundo, and Punch. This dilemma is made substantially less confusing for consumers by the fact that no competing "exile brands" are allowed to be sold alongside Cubatabaco's products. In Switzerland, for example, you will not see a Cuban Por Larrañaga and a Dominican Por Larrañaga being sold

side by side. The Dominican/Honduran brand would never be permitted into that country. However, the Dominican/Honduran brand could simply change its name while keeping the same filler-binder-wrapper blend. Thus, while the Honduran Punch cigar cannot be sold alongside the Havana brand with that same name, the Honduran-made San Pedro Sula is the exact same cigar with just a different name. Hence, it now qualifies for European sales and is one of the top non-Havana cigars currently being sold in Germany.

Of course, this dual-nationality of identical cigar brands is entirely academic for American smokers, as entire generations have now grown up never having seen or smoked a Havana cigar. But many Europeans, especially those who travel to the US and have access to both Havana and non-Havana versions of the same brand, sometimes find the situation confusing and have to be careful in what they buy. Just glancing at the label isn't always enough, as identical or at least similar artwork is often used by both the non-Havana factories and Cubatabaco on boxes and bands. Only special stampings on the box (as we shall discuss in Chapter 4), the word "Habano," and of course, the price (non-Havana cigars are usually less expensive than Havanas) can properly identify which cigar is from what country without actually lighting one up and tasting the difference. But even taste is not the ultimate test, for many of today's finest Dominican and Honduran cigars often equal or surpass some of the present-day Cuban products, although each country has its own flavor characteristics.

Unfortunately, during the 1970s the quality of some Dominican and Canary Islands cigars began to suffer as factories relocated to different countries, and problems with workers and poor harvests manifested themselves on tobacconists' shelves. Moreover, a number of Third World companies would occasionally make a

paradox that is home to both the 10,000-foot-high Pico Duarte mountain and the crocodile-infested Lago Enriquillo which lies 144 feet below sea level. It is a land where they produce cigars worthy of an emperor's humidor, and yet the government periodically—and without warning—shuts down the power system to entire areas of the country in order to conserve electricity.

Consequently, the large scale Fuente factory, for example, has learned to keep a diesel generator with 20,000 gallons of fuel on standby at all times, so that its cigar making operations will not be interrupted.

In the Dominican Republic, which produces the majority of the world's premium cigars today, there are two primary fertile valleys for tobacco, the Real, which was named by Columbus and means "Royal" in Spanish, and the Cibao. These valleys, which posses a variety of soil textures, yield two of the most luxurious, long leaf filler tobaccos ever rolled into a cigar. Specifically, they are Olor Dominicano (a native Dominican seed), and Piloto Cubano, a strain that originated with precious Cuban seed that was transported to the Dominican Republic by cigar makers fleeing Castro. Thus, when you hear about "Dominican-grown Cuban seed," or "Cuban seed Dominican tobaccos," they are referring to Piloto Cubano. There is also a lesser-quality Virginian tobacco grown in the Dominican, but this is mainly used for local consumption and doesn't apply to high-grade cigars.

Ironically, up until 1993, the incredibly rich growing areas of the Dominican Republic produced filler and binder. And for the most part, there is still no major supply of Dominican wrapper, as the right combination of soil and seed has yet to be found on a continuing basis, brands such as OpusX notwithstanding.

That is why most brands made in this famous tobacco-growing country must import their wrappers from other areas, such as

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The long and the short of it, both from Honduras, as defined by Alec Bradley: (l.) a humongous 7 x 70 Texas Lancero (with traditional pigtail cap, no less), and (r.) a 5 1/8 x 52 Mundial Perfecto that packs a hefty wallop for its size.

not just be stocked with cigars that he likes to smoke, but with cigars that he knows to be good. And even then, you have to be specific about what kind of cigar you are looking for. Don't just ask your tobacconist what he thinks is best or what he smokes. His tastes may be entirely different from yours. You've got to tell him what you want. So what do you want?

First, let's talk about the types of cigars that there are in the world today. We already know about mass-market cigars. That leaves the premium and super premium cigars. Premium cigars, by far the most popular category among knowledgeable cigar smokers, can be either machine bunched or handmade. The greatest majority of premium cigars will be completely handmade, and will come from Cuba, the Dominican Republic, Nicaragua, or Honduras. For the money, these are by far the best cigars you can obtain anywhere in the world. Even in Europe, long the Havana stronghold, premium Dominican, Nicaraguan, and Honduran cigars have made

inroads, simply because of their consistent quality and tremendous value. It is no longer surprising to find Padrón and Davidoff boxes alongside Quai d'Orsay and Vegas Robaina in shops such as J. J. Fox in London and A La Civette in Paris. You will find all of today's most popular premium cigars pictured throughout this book and, of course, listed in Chapter 8.

Going a step up, one of the newest categories among today's cigar-smoking elite is the super premium, which is to cigars what super unleaded is to gasoline. You may not really need them, they will cost more, but very often they will outperform the premium unleaded. Not always, but very often. Some entries in this rarified field include Davidoff, Zino, Padrón, and the limited edition Dominican-made Partagas and Macanudos. A super premium cigar is normally made with specially selected tobaccos, usually in the filler blend and especially in the wrapper, where it is visually most evident. Super premiums may also come in certain sizes that are not available in the regular line. And very often, the cigars receive extra aging that enhances the flavor.

Another relatively new category is the vintage cigar, which can also be called a super premium, in that it receives special treatment, is made with specially selected tobaccos, and normally (but not always) is aged longer. The vintage cigar's real claim to fame is the fact that it is made with all or part of a tobacco crop that came from an especially good year, much the same as vintage wines. Only with wines, the claim of an excellent vintage is often based on hindsight, as one is never quite certain how the wine has matured until after the bottle has been uncorked. The cigar maker, on the other hand, knows when he has a vintage cigar not only by the way the growing season has turned out, but also by the way the tobacco has matured before it is even made into a cigar. For example, 1986 was

such a good year that three years l
launching of the Dunhill Aged Ci
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manifested itself in even more su
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Vintage cigars usually have sp
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As a point of interest, in the p
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