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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	09/29/2020
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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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Exhibit 01

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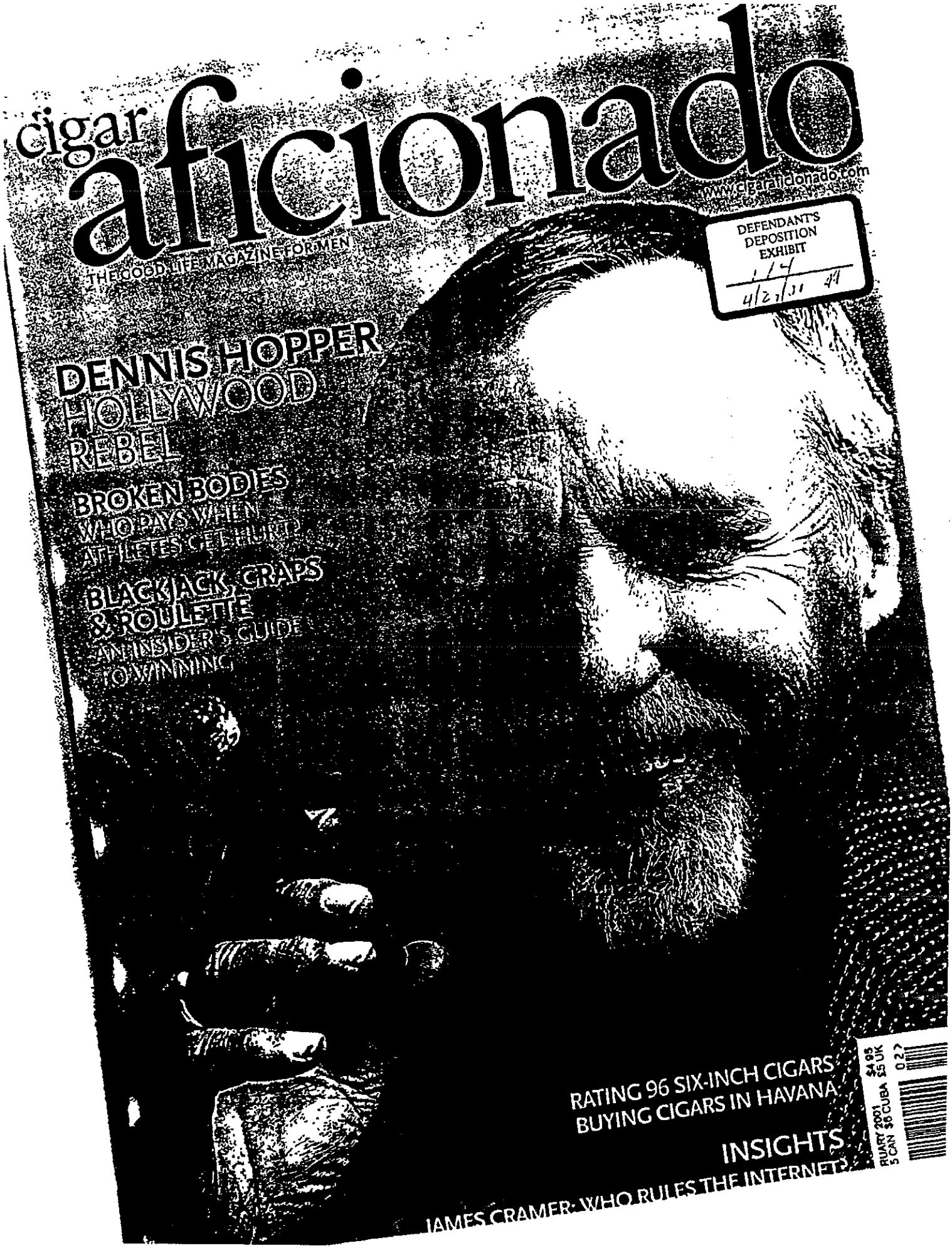
THE GOOD LIFE MAGAZINE FOR MEN

DEFENDANT'S DEPOSITION EXHIBIT
114
4/27/01



DENNIS HOPPER
HOLLYWOOD REBEL

BROKEN BODIES
WHO PAYS WHEN ATHLETES GET HURT?

BLACKJACK, CRAPS & ROULETTE
AN INSIDER'S GUIDE TO WINNING

RATING 96 SIX-INCH CIGARS

BUYING CIGARS IN HAVANA

INSIGHTS
JAMES CRAMER: WHO RULES THE INTERNET?

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editors' note

Not Again

In late October, Cuban President Fidel Castro led an anti-American demonstration in Havana that underscored everything wrong with current U.S. policy. The protest was aimed at new U.S. legislation that supposedly would loosen the trade embargo by allowing direct sales of U.S.-produced foodstuffs and medicines to Cuba. But due to last-minute political wrangling, the bill, which was signed into law by President Clinton on October 28, instead ended up prohibiting any direct U.S. financing for those deals, thus making it virtually impossible for them to happen. An outraged Castro announced that Cuba would not do any business with the United States under those terms.

The strong Cuban-American anti-Castro faction in the United States was ecstatic. Once again they had managed to manipulate the legislative process to their own narrow-minded, selfish gain. Instead of loosening trade restrictions, the law ended up making them tougher at the same time as tightening travel rules to Cuba. The outcome this time was all the more bitter because the original bill would have produced a significant step on the road to ending the embargo.

When are we going to learn? The street scene in Havana proved just how miscast our policy has become. The revised bill allowed Castro to continue the fiction that the United States is the root of all of Cuba's troubles. It gives him a bogeyman, something that conveniently serves as an outlet for the frustrations and deprivations felt by the Cuban people. Without the United States, the only explanation for Cuba's depleted situation would be Castro's failed policies.

Over the years, anyone who argued that the embargo should be lifted has been branded a communist sympathizer, a naïve dupe of Castro or just antidemocratic. But those charges mask the reality of what nation, from the old Soviet Union, to China, Vietnam, and now North Korea, we have successfully implemented a policy of "constructive engagement." In every case, the policy has either ended up with the dismantling of the communist system, or significant changes in those societies. But with Cuba, we still adhere to a policy of isolation, with a dose of outdated Cold War aggression thrown in for good measure.

There's no reason for this idiocy. America learned about the deep intransigence of the anti-Castro exiles during the Elián González debacle. They are never going to change their stripes. They have only one desire: the absolute and total destruction of Fidel Castro. It is a hatred that rivals the Catholics and Protestants in Northern Ireland or the Muslims and the Jews in the Middle East. And, some of those anti-Castro exiles have never been reluctant to use extreme measures to intimidate, and manipulate, the decision-makers in Washington.

It should be clear by now that American's Cuba policy isn't about defeating communism anymore. If it were, we would unleash our most powerful weapon against Fidel and his bureaucracy—the incredible economic might of free trade and free access to Cuba for Americans. Instead, we play into the hands of extremists on both sides by continuing to implement a policy that has failed for nearly 40 years to produce any significant reform in Cuba.

It's time for a real change.

MARVIN R. SHANKEN GORDON MOTT

cigars

172 TASTING CORONA GORDAS
We smoked 96 corona gordas, also called toros, with five of the cigars garnering scores of 90 points or higher.

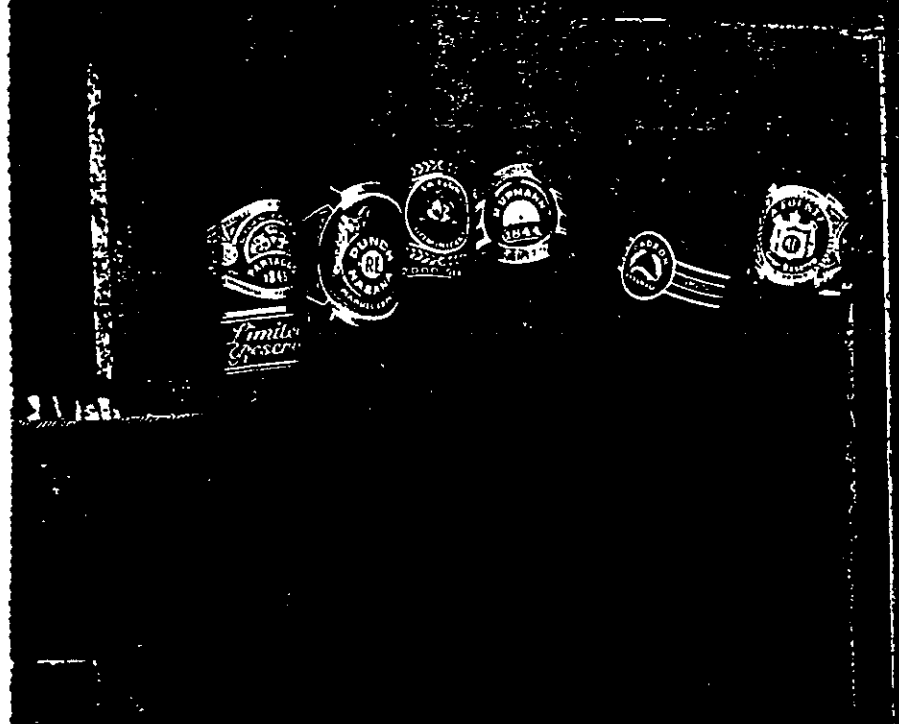
189 BUYING CUBAN SMOKES
One man's shopping spree in Havana, with information on which cigars are prime for smoking now. A thorough examination of the retail cigar market in the Cuban capital.

197 BETTER IN THE BAHAMAS
Nestled in one of the Caribbean's hottest beach destinations is the Graycliff tobacco factory, watched over by Cohiba creator Avelino Lara.

201 SUCKLING'S CIGAR DIARY
European Editor James Suckling meets with Alejandro Robaina, one of Cuba's top tobacco growers and one of the industry's living legends.

204 CIGAR 101
The second installment in our series for the cigar novice. This primer on cutting and lighting cigars will have you looking like an aficionado in no time.

206 CIGAR UPDATE
A report on counterfeit Padrón cigars, plus other insights from our monthly newsletter, *Cigar Insider*, and our Web site, cigaraficionado.com.



tasting corona gordas

We're always excited to see a tasting in which the top-ranked cigars come from more than one cigar-producing country. This tasting of corona gordas shows just how diverse the production of excellent cigars has become. The top 17 cigars, all rated 88 or higher, came from Nicaragua, Honduras, the Dominican Republic, Mexico and Cuba.

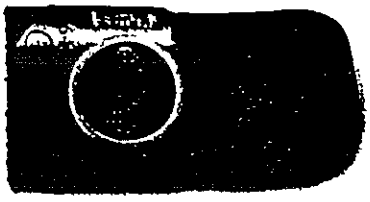
The cigars were purchased at retail outlets in New York City and abroad. They were kept in properly humidified conditions and were rated blind by a panel of four senior editors.

Nicaragua did well in this tasting. The Padrón 1964 Anniversary Series Exclusivo earned the highest rating of 92 points, while the C.A.O. Anniversaire 1968-1998 Cameroon Toro earned a 90 and the La Rosa Especial Habana Royale scored an 88. Honduras also put three cigars in the top 17; the Maria Mancini Robusto Larga scored 90, the Camacho Havana Toro earned an 89 and the Hoyo de Monterrey Excalibur 1066 King Arthur received an 88. Three cigars from Cuba also earned top scores: the Punch Royal Selection No. 11 got a 90, the Punch Punch scored an 89 and the Romeo y Julieta Exhibicion No 3 received an 88 The Mexican Te-Amo Aniversario Toro tallied an 88.

Seven of the top-rated cigars came from the Dominican Republic, led by the Fuente Fuente OpusX Fuente Fuente with a 90. The Don Tomás Dominican Selection Corona Gorda got an 89, while the Cubita No. 700, Davidoff Aniversario No. 3, H. Upmann Toro, Henry Clay H2000 Corona Gorda and the Sosa Governor scored 88s.

Fifty-nine cigars received 85 points or higher, revealing the ongoing trend toward a wider range of high-quality smokes. Some problems still remain with rough construction, and a few cigars still have raw, lower-quality tobacco. But it's much less of a problem than in previous years.

CIGAR AFICIONADO'S 100-POINT SCALE
95–100 CLASSIC; 90–94 OUTSTANDING, 80–89 VERY GOOD TO EXCELLENT; 70–79 AVERAGE TO GOOD COMMERCIAL QUALITY, Below 70 DON'T WASTE YOUR MONEY, N/A NOT AVAILABLE
Note: all prices are manufacturers' suggested retail, before taxes.



NICARAGUA
RING GAUGE: 50 LENGTH: 5 1/2"
FILLER: NICARAGUA
BINDER: NICARAGUA
WRAPPER. NICARAGUA

PADRÓN 1964 ANNIVERSARY SERIES EXCLUSIVO
This perfectly box-pressed cigar has a perfect draw and an even burn. The smoke is packed with notes of cedar, white chocolate, caramel and orange peel. Smooth and medium bodied.
U.S.: $8.20 U.K.: N/A

92

CUBA
RING GAUGE: 46 LENGTH: 5 5/8"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

PUNCH ROYAL SELECTION NO. 11
A beautifully dark cigar, with a decent cap. It burns well, with a rich aroma. The smoke is complex, with flavors of nuts, toast and leather. A medium- to full-bodied cigar that should blossom with age.
U.S.: N/A U.K.: £10.30

91

NICARAGUA
RING GAUGE: 53 LENGTH: 5 1/2"
FILLER: NICARAGUA
BINDER: NICARAGUA
WRAPPER: CAMEROON

C.A.O. L'ANNIVERSAIRE 1968-1998 CAMEROON TORO
This rectangular cigar is pressed nearly flat, and the wrapper is toothy. It has a toasty, woody flavor, with a hint of almonds. Rich, with notes of sweet maple. Medium bodied.
U.S.: $7.20 U.K.: N/A

90

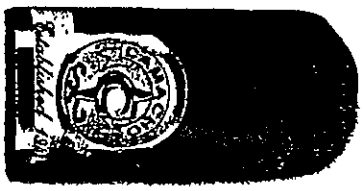
DOMINICAN REPUBLIC
RING GAUGE: 46 LENGTH: 5 5/8"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: DOM. REP.

FUENTE FUENTE OPUSX FUENTE FUENTE
A dark and oily cigar. It has a sweet aroma, with earthy flavors and a hint of cocoa. A strong cigar.
U.S.: $9.00 U.K.: N/A

90

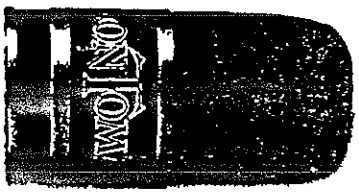
HONDURAS
RING GAUGE 50 LENGTH 6"
FILLER HONDURAS
BINDER HONDURAS
WRAPPER NICARAGUA

MARIA MANCINI ROBUSTO LARGA 90
A beautiful cigar with a dark wrapper It burns well, with rich notes of coffee beans, nuts and pencil lead A medium-bodied cigar.
U.S.: $2.25 U.K.: N/A



HONDURAS
RING GAUGE 50 LENGTH 6"
FILLER HONDURAS
BINDER HONDURAS
WRAPPER HONDURAS

CAMACHO HAVANA TORO 89
This cigar has a smooth, silky wrapper It burns and draws well, with notes of leather, toast and nuts A full-bodied cigar with some roughness around the edges Should age well.
U.S.: $3.90 U.K.: N/A



DOMINICAN REPUBLIC
RING GAUGE. 50 LENGTH 6"
FILLER· DOM REP , NICARAGUA, MEXICO, BRAZIL
BINDER MEXICO
WRAPPER HONDURAS

DON TOMÁS DOMINICAN SELECTION CORONA GORDA 89
A good-looking cigar with a rectangular box press. It's cedary, rich and woody, with notes of apple and cedar Medium bodied.
U.S.: $6.50 U.K.: N/A

CUBA
RING GAUGE 46 LENGTH 5 5/8"
FILLER CUBA
BINDER CUBA
WRAPPER CUBA

PUNCH PUNCH 89
A very veiny cigar It has a fine aroma The flavor has a slight bite, but pleasant hints of leather, nuts and wood dominate.
U.S.: N/A U.K.: £9.90

DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

CUBITA NO. 700 88
A somewhat unattractive cigar that burns perfectly, with a wonderful draw. It's rich, spicy and leathery, with notes of caramel and white chocolate. A flavorful cigar with a mild to medium body.
U.S.: $5.65 U.K.: N/A

DOMINICAN REPUBLIC
RING GAUGE· 50 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

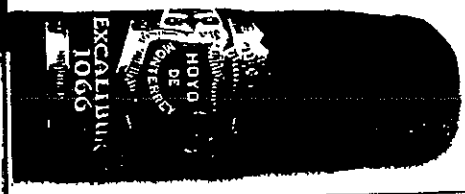
DAVIDOFF ANIVERSARIO NO. 3 88
This silky cigar has a nice cap. It draws well, with smooth, rich flavors of sweet wood and chocolate. A pleasant, medium-bodied cigar.
U.S.: $15.50 U.K.: N/A

DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: INDONESIA

H. UPMANN TORO 88
A silky cigar with a lumpy cap. It has a firm draw, but the smoke is loaded with rich flavors of leather and sweet wood. A medium-bodied cigar with a toasted almond finish.
U.S.: $5.65 U.K.: N/A

DOMINICAN REPUBLIC
RING GAUGE: 47 LENGTH: 5 5/8"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: NICARAGUA

HENRY CLAY H2000 CORONA GORDA 88
Great color and texture on this cigar. It has a firm draw, but it's loaded with rich flavors of leather, sweet wood and toffee.
U.S.: $3.50 U.K.: N/A

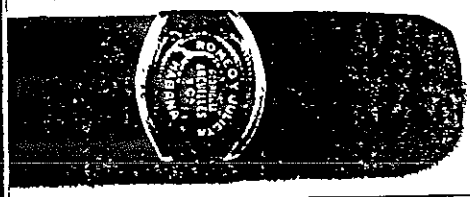


HONDURAS
RING GAUGE 46 LENGTH 6 1/4"
FILLER DOM REP, HONDURAS, NICARAGUA
BINDER U S A /CONN BROADLEAF
WRAPPER CAMEROON

HOYO DE MONTERREY EXCALIBUR 1066 KING ARTHUR
This very oily cigar has a pleasant aroma. It's woody, with a light almond flavor and notes of sweet spice. A medium-bodied cigar.
U.S.: $4.55 U.K.: N/A

NICARAGUA
RING GAUGE 50 LENGTH 6 1/4"
FILLER NICARAGUA
BINDER NICARAGUA
WRAPPER NICARAGUA

LA ROSA ESPECIAL HABANA ROYALE
Although it has some rough edges, this is an attractive box-pressed cigar It's chocolatey and earthy, with notes of sweet cocoa and a touch of leather A medium-bodied cigar with a woody finish.
U.S.: $3.50 U.K.: N/A

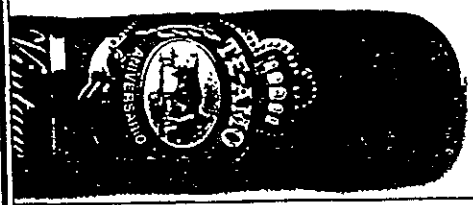


CUBA
RING GAUGE 46 LENGTH 5 5/8"
FILLER CUBA
BINDER CUBA
WRAPPER CUBA

ROMEO Y JULIETA EXHIBICIÓN NO. 3
This olive-colored cigar has flavors of leather and chocolate It's medium bodied, with a slightly rough finish.
U.S.: N/A U.K.: £10.00

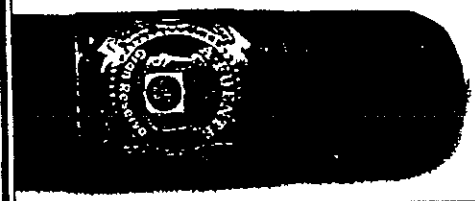
DOMINICAN REPUBLIC
RING GAUGE· 50 LENGTH 6"
FILLER DOM REP
BINDER DOM REP
WRAPPER ECUADOR

SOSA GOVERNOR
Silky and dark, with a fine draw The smoke is leathery, with hints of coffee and toast. A medium- to full-bodied cigar
U.S.: $4.50 U.K.: N/A



MEXICO
RING GAUGE: 50 LENGTH: 6"
FILLER: DOM. REP., NIC., MEXICO
BINDER: MEXICO
WRAPPER: MEXICO

TE-AMO ANIVERSARIO TORO
An oddly semipressed cigar. It draws well, and the flavor is leathery and woody, with a hint of steel. A medium to full-bodied cigar.
U.S.: $4.00 U.K.: N/A



DOMINICAN REPUBLIC
RING GAUGE: 46 LENGTH: 6 1/2"
FILLER· DOM. REP.
BINDER: DOM. REP.
WRAPPER: CAMEROON

ARTURO FUENTE CORONA IMPERIAL
A toothy wrapper. It has an even burn, with a fine ash. The smoke is woody with earthy flavors and a hint of nuts. Mild to medium bodied.
U.S.: $3.70 U.K.: N/A

DOMINICAN REPUBLIC
RING GAUGE. 46 LENGTH: 5 3/4"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: ECUADOR

ASHTON VIRGIN SUN GROWN CORONA GORDA
This peppery, woody cigar is full bodied. It has a dark, silky wrapper, and is well made.
U.S.: $7.75 U.K.: N/A

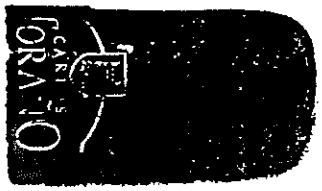
DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 5 1/2"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

AVO XO INTERMEZZO
This silky, pale cigar is well made. It burns well, with nutty flavors and a hint of tart wood. Medium bodied.
U.S.: $8.75 U.K.: N/A

NICARAGUA
RING GAUGE 53 LENGTH 5 1/2"
FILLER NICARAGUA
BINDER. NICARAGUA
WRAPPER ECUADOR

C.A.O. L'ANNIVERSAIRE EXTREME TORO
A box-pressed, dark cigar with a lumpy cap It has an easy draw but an uneven burn. It's cedary and sweet, with some rough notes
U.S.: $7.40 U.K.: N/A

87



DOMINICAN REPUBLIC
RING GAUGE 50 LENGTH 6"
FILLER DOM REP
BINDER DOM REP
WRAPPER U S A /CONN SHADE

CARLOS TORAÑO DOMINICAN SELECTION CARLOS I
A pale but oily cigar. It's creamy, with notes of almonds and grass A mild- to medium-bodied cigar with some floral notes
U.S.: $4.74 U.K.: N/A

87

DOMINICAN REPUBLIC
RING GAUGE 47 LENGTH 6 1/4"
FILLER DOM REP
BINDER· INDONESIA
WRAPPER CAMEROON

COHIBA LONSDALE GRANDE
Good shape and color to this cigar, which has a rounded cap It burns well, with notes of cream, coffee and citrus. A medium-bodied cigar
U.S.: $12.50 U.K.: N/A

87

CUBA
RING GAUGE 46 LENGTH 5 5/8"
FILLER CUBA
BINDER CUBA
WRAPPER CUBA

FLOR DE RAFAEL GONZALEZ CORONA EXTRA
A well-made cigar. It has a firm draw, but the flavors are leathery and earthy Some inconsistency was noted
U.S.: N/A U.K.: £9.20

87

CUBA
RING GAUGE: 46 LENGTH. 5 5/8"
FILLER. CUBA
BINDER: CUBA
WRAPPER: CUBA

H. UPMANN MAGNUM 46
This oily cigar is cedary and strong, with a note of burnt wood. Medium bodied, with a short finish.
U.S.: N/A U.K.: £10.90

87

CUBA
RING GAUGE. 46 LENGTH 5 5/8"
FILLER CUBA
BINDER: CUBA
WRAPPER· CUBA

JUAN LOPEZ SELECCIÓN NO. 1
A good-looking cigar with a very oily wrapper. The draw is inconsistent. It's a woody cigar, with hints of chocolate and coffee.
U.S.: N/A U.K.: £9.90

87

NICARAGUA
RING GAUGE: 50 LENGTH: 6"
FILLER: NICARAGUA
BINDER: NICARAGUA
WRAPPER: ECUADOR

LA FINCA JOYA
This cigar has a silky wrapper. It's woody, with notes of coffee, cedar and leather. Medium to full bodied.
U.S.: $1.70 U.K.: N/A

87

DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 6"
FILLER: DOM. REP., ECUADOR, NICARAGUA
BINDER: U.S A./CONN. BROADLEAF
WRAPPER: ECUADOR

LA HOJA SELECTA CHOIX SUPREME
This attractive, silky cigar has few flaws. It draws and burns well, with sweet, woody flavors, hints of caramel and nuts, and a tangy finish. Medium bodied.
U.S.: $3.95 U.K.: N/A

87

NICARAGUA
RING GAUGE 50 LENGTH. 6"
FILLER. NICARAGUA
BINDER: NICARAGUA
WRAPPER: NICARAGUA

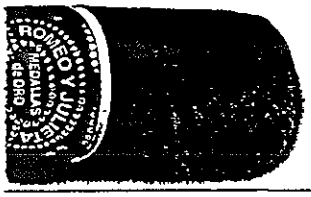
MAYORGA TORO
A dark, silky wrapper on a box-pressed cigar The draw is a bit tight. The smoke is cedary, with a hint of anise and nuts. Medium bodied.
U.S.: $3.25 U.K.: N/A

87

HONDURAS
RING GAUGE 50 LENGTH 6"
FILLER BRAZIL, DOM. REP, NICARAGUA
BINDER. ECUADOR
WRAPPER ECUADOR

PUROS INDIOS TORO
A big, solid and brawny cigar, with an oily wrapper. It's a juicy smoke, with rich, creamy and cedary flavors.
U.S.: $4.00 U.K.: N/A

87



DOMINICAN REPUBLIC
RING GAUGE 50 LENGTH 6"
FILLER. DOM REP., NICARAGUA
BINDER DOM. REP.
WRAPPER INDONESIA

ROMEO Y JULIETA 1875 EXHIBICION NO. 3
This cigar is well made. It burns and draws well, with rich, woody flavors and a hint of cream and mushrooms. A medium-bodied smoke.
U.S.: $3.00 U.K.: N/A

87

HONDURAS
RING GAUGE 50 LENGTH: 6 1/8"
FILLER DOM REP, HONDURAS, NICARAGUA
BINDER. U S.A /CONN BROADLEAF
WRAPPER U S A /CONN. SHADE

SANCHO PANZA GLORIOSO
This is an attractive box-pressed cigar. It's cedary, sweet and nutty, with a short finish. Medium bodied.
U.S.: $3.90 U.K.: N/A

87

DOMINICAN REPUBLIC
RING GAUGE: 52 LENGTH: 5 5/8"
FILLER. DOM. REP
BINDER: DOM. REP.
WRAPPER. CAMEROON

ARTURO FUENTE DON CARLOS DOUBLE ROBUSTO
A toothy cigar with medium-bodied strength It has notes of sweet wood.
U.S.: $8.75 U.K.: N/A

86

COSTA RICA
RING GAUGE: 46 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: ECUADOR

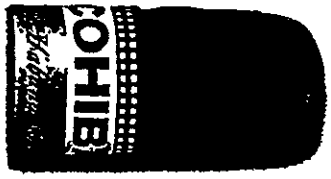
BAHIA GOLD BY TONY BORHANI NO. 3
An oily, box-pressed cigar. It's cedary and slightly charry. A full-bodied cigar.
U.S.: $8.60 U.K.: N/A

86

BAHAMAS
RING GAUGE: 50 LENGTH: 6"
FILLER HONDURAS, NICARAGUA, BRAZIL
BINDER: INDONESIA/ECUADOR
WRAPPER. ECUADOR

BAHIBA DOUBLE ROBUSTO
This silky cigar has a yellowish wrapper. It's herbal, mild and creamy, with notes of sweet grass.
U.S.: $6.00 U.K.: N/A

86



CUBA
RING GAUGE: 46 LENGTH: 5 5/8"
FILLER: CUBA
BINDER: CUBA
WRAPPER CUBA

COHIBA SIGLO IV
This cigar has a nice cap, but the wrapper is veiny The draw is a bit tight. It has a bready flavor, with notes of dry wood. Medium bodied.
U.S.: N/A U.K.: £14.50

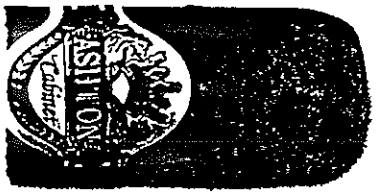
86

JAMAICA
RING GAUGE: 49 LENGTH 5 1/2"
FILLER: DOM REP., MEXICO
BINDER MEXICO
WRAPPER U.S A /CONN SHADE

MACANUDO ROBUST HYDE PARK 86
A rustic cigar that draws and burns well. It's woody and sour, with sharp notes on the finish.
U.S.: $5.20 U.K.: N/A

DOMINICAN REPUBLIC
RING GAUGE· 47 LENGTH 6 1/4"
FILLER DOM REP , MEXICO
BINDER. MEXICO
WRAPPER CAMEROON

PARTAGAS LIMITED RESERVE REGALE 86
This cigar burns and draws well. It's musky and earthy. Medium bodied.
U.S.: $17.50 U.K.: N/A



DOMINICAN REPUBLIC
RING GAUGE 52 LENGTH 6 1/4"
FILLER DOM. REP.
BINDER DOM. REP.
WRAPPER· U S A /CONN SHADE

ASHTON CABINET SELECTION NO. 7 85
A silky, golden brown wrapper covers this cigar. It's papery, with dry, balsa wood notes. Some inconsistency was noted
U.S.: $9.75 U.K.: N/A

DOMINICAN REPUBLIC
RING GAUGE 48 LENGTH 6 3/8"
FILLER DOM. REP
BINDER DOM REP
WRAPPER CAMEROON

AURORA BRISTOL ESPECIAL 85
A solid cigar with a firm draw. It's very cedary, with a roasted meat note. Medium bodied.
U.S.: $3.12 U.K.: N/A

DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH 5 1/2"
FILLER. DOM REP., NICARAGUA
BINDER: MEXICO
WRAPPER: ECUADOR

BAUZÁ ROBUSTO 85
A rustic cigar. It has a nutty flavor—with hints of peanuts and almonds—along with some steely notes. Medium bodied.
U.S.: $5.60 U.K.: N/A

HONDURAS
RING GAUGE: 50 LENGTH: 6"
FILLER: DOM. REP., HONDURAS, MEXICO, NICARAGUA
BINDER. HONDURAS
WRAPPER. ECUADOR

BERING HISPANOS 85
Wrinkled and rustic, but it draws and burns well. The cigar is papery and a bit creamy, with some odd notes. Lacks depth.
U.S.: $2.80 U.K.: N/A

HONDURAS
RING GAUGE. 50 LENGTH 6"
FILLER: HONDURAS
BINDER: HONDURAS
WRAPPER· HONDURAS

CAMACHO COROJO TORO 85
Though oily, this cigar has a rough cap. It's very woody, with some notes of pepper and leather. The finish is a bit flat.
U.S.: $5.20 U.K.: N/A

NICARAGUA
RING GAUGE· 50 LENGTH: 5 1/2"
FILLER: NICARAGUA
BINDER: NICARAGUA
WRAPPER: INDONESIA

CUPIDO GRAN ROBUSTO 85
This rustic cigar has a rough cap. It's earthy and toasty, with some dry wood flavors. A medium-bodied cigar with a short finish.
U.S.: $8.75 U.K.: N/A

HONDURAS
RING GAUGE· 52 LENGTH 5 1/2"
FILLER. DOM REP , BRAZIL, MEXICO
BINDER· DOM. REP.
WRAPPER CAMEROON

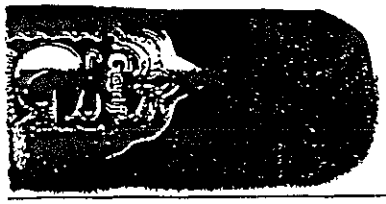
DON TOMÁS CAMEROON COLLECTION ROBUSTO
An oily, dark and attractive cigar that's very well made. It has some burnt wood notes, along with a toasty flavor. Medium bodied.
U.S.: $4.00 U.K.: N/A

86

HONDURAS
RING GAUGE 49 LENGTH 6 1/8"
FILLER· DOM REP , HONDURAS
BINDER HONDURAS
WRAPPER· ECUADOR

EL REY DEL MUNDO CHOIX SUPREME
A firm, well-made cigar. It burns and draws well. The smoke is woody and slightly acidic, with a medium body Some sweet spices were also noted.
U.S.: $4.00 U.K.: N/A

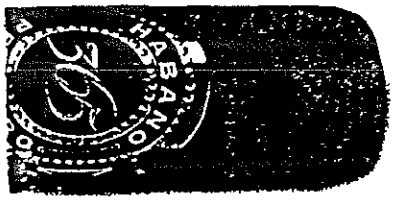
86



BAHAMAS
RING GAUGE. 50 LENGTH 6"
FILLER. DOM. REP., NICARAGUA, ECUADOR, HONDURAS
BINDER INDONESIA
WRAPPER INDONESIA

GRAYCLIFF PG X
A well-made but veiny cigar, with a nice cap. It draws and burns well, with a great ash. It's cedary but tangy, with a hint of leather. The finish is short.
U.S.: $20.00 U.K.: N/A

86



DOMINICAN REPUBLIC
RING GAUGE 52 LENGTH 6"
FILLER DOM REP , MEXICO, BRAZIL
BINDER MEXICO
WRAPPER INDONESIA

HABANO PRIMERO 365 CORONA GORDA
Good shape and color on this round cigar. It's woody and tangy, with some notes of sweet cedar
U.S.: $6.00 U.K.: N/A

86

HONDURAS
RING GAUGE· 50 LENGTH· 6 1/8"
FILLER HONDURAS, NICARAGUA, DOM. REP.
BINDER. HONDURAS
WRAPPER: ECUADOR

HOYO DE MONTERREY GOVERNOR
This dark brown cigar is firm It burns with a leathery aroma, and the cigar has notes of cedar and peanuts. Medium bodied.
U.S.: $3.80 U.K.: N/A

86

HONDURAS
RING GAUGE: 50 LENGTH: 6 1/4"
FILLER: HONDURAS
BINDER· HONDURAS
WRAPPER. U S.A /CONN SHADE

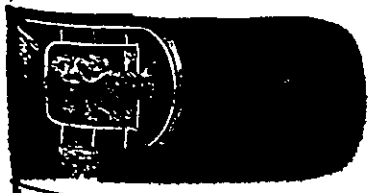
HOYO DE MONTERREY EXCALIBUR NO. 3
This cigar has a rough appearance. It's creamy, with notes of almonds and saffron.
U.S.: $5.00 U.K.: N/A

86

HONDURAS
RING GAUGE. 47 LENGTH 6 1/2"
FILLER NICARAGUA, HONDURAS, COSTA RICA
BINDER NICARAGUA
WRAPPER NICARAGUA

INDIAN TABAC SUPER FUERTE CORONA GRANDE
This is a beautifully pressed cigar, with a silky, dark wrapper. The burn is a bit uneven. The cigar has a nutty, toasty flavor. Mild to medium bodied.
U.S.: $6.80 U.K.: N/A

86



DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 6 1/2"
FILLER· DOM REP
BINDER· DOM REP
WRAPPER U.S A./CONN SHADE

LEÓN JIMENES GRAN CORONA
Beautiful texture on this wrapper, which is a bit pale. It draws very well, and has creamy notes with a hint of macaroons. A mild- to medium-bodied cigar that's a bit rough around the edges.
U.S.: $5.00 U.K.: N/A

86

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Exhibit 02

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cigars

200 TASTING
In the second installment of our six-size tasting, 12 cigars garnered ratings of 90 points or above. You'll also find the first panetela tasting since June 1997, and a special new feature, Connoisseur's Corner, where we taste some of the world's best vintage cigars.

215 JAMES SUCKLING'S CIGAR DIARY
Our European editor discusses the incidence of plugged Cuban cigars, a problem occurring with greater frequency as the island's cigar-makers step up production.

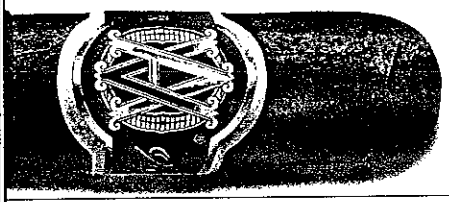
218 THE KING OF LA ROMANA
Senior Editor David Savona talks with Jose Seijas, general manager at cigar giant Altadis's Dominican Republic factory where Montecristos and H. Upmanns are made.

225 CIGAR UPDATE
A report on Havana's 2001 Habanos Festival; California cracks down again on tobacconists; and more from our newsletter, *Cigar Insider*, and our Web site, www.cigaraficionado.com.

ANGELO CAVALLI

churchills

The Churchill is one of the big boys of the cigar world, favored by cigarmakers because the thick ring gauge allows for complex blending. A size originally created and named for the famed British prime minister, Churchills are generally 6 3/4 inches to 7 1/4 inches long by 47 to 54 ring gauge. ■ This month's Churchill tasting is topped off by a new cigar, the Avo 75th Anniversary. The commemorative smoke, officially released in late March, was made to honor brand founder Avo Uvezian's 75th birthday. Cuban cigars also fared well in this tasting, with the Punch Churchill scoring 90 points and the Bolivar Churchill, which comes in an aluminum tube, scoring 88.



DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 7"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: ECUADOR

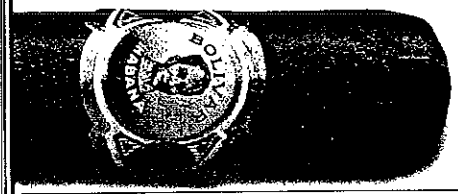
AVO 75TH ANNIVERSARY
This attractive, reddish-brown cigar has a firm bunch and a perfectly rounded head. It draws well, showing toasty, coffee flavors with hints of nuts. A delicious cigar that will only improve as it ages.
U.S.: $12.00 U.K.: N/A

90

CUBA
RING GAUGE: 47 LENGTH: 7"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

PUNCH CHURCHILL
An oily, box-pressed and silky cigar. It has a perfect draw, and the smoke is exceptionally rich. It has a sweet, medium body, with toasty notes and a hint of orange peel.
U.S.: N/A U.K.: £15.60

90



CUBA
RING GAUGE: 47 LENGTH: 7"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

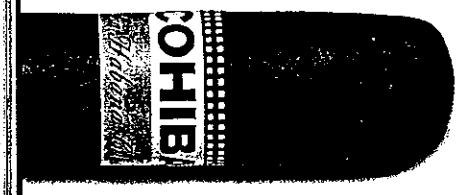
BOLIVAR CHURCHILL
This cigar has a beautifully finished three-seam cap. It's spicy and cedary, with notes of molasses. A rich, sweet cigar, medium to full bodied.
U.S.: N/A U.K.: £17.20

88

BAHAMAS
RING GAUGE: 48 LENGTH: 7 1/4"
FILLER: BRAZIL, NICARAGUA, HONDURAS
BINDER: INDONESIA
WRAPPER: INDONESIA

GRAYCLIFF PROFESIONALE CHURCHILL
This well-made cigar has a nice draw and burns very well. It's leathery, with notes of coffee and spices. Medium to full bodied.
U.S.: $20.00 U.K.: N/A

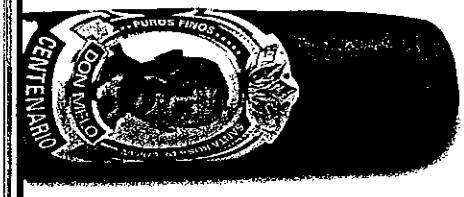
88



CUBA
RING GAUGE: 47 LENGTH: 7"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

COHIBA ESPLENDIDO
A wrinkly, brown cigar with a nice draw. The smoke is complex—spicy, woody, chocolaty and earthy. A medium- to full-bodied cigar that smokes much better than it looks.
U.S.: N/A U.K.: £27.00

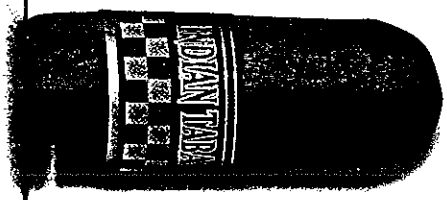
87



HONDURAS
RING GAUGE: 48 LENGTH: 7"
FILLER: HONDURAS
BINDER: HONDURAS
WRAPPER: HONDURAS

DON MELO CENTENARIO LIGA A
This dark, toothy cigar is exceptionally oily. It has a nice draw. The smoke is fruity, with a roasted note and a hint of sweet cream. Medium bodied.
U.S.: $16.00 U.K.: N/A

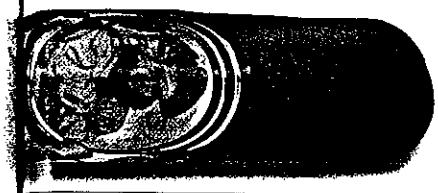
87



DOMINICAN REPUBLIC
RING GAUGE: 48 LENGTH: 7"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: CAMEROON

INDIAN TABAC TUBO DELUXE CHURCHILL
This cigar has a satiny wrapper. There is some inconsistency to the draw, but the flavor is cedary and creamy, with some tasty notes of sweet spices. Medium bodied.
U.S.: $6.90 U.K.: N/A

87



HONDURAS
RING GAUGE: 53 LENGTH: 7 1/4"
FILLER: DOM. REP., NIC., BRAZIL
BINDER: ECUADOR
WRAPPER: ECUADOR

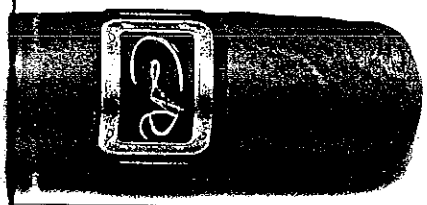
PIRATE'S GOLD CHURCHILL
A rough-looking cigar with some flaws on the cap. It's woody and smooth, with a dry wood flavor and a pleasant hint of cream.
U.S.: $6.40 U.K.: N/A

87

DOMINICAN REPUBLIC
RING GAUGE: 48 LENGTH: 7"
FILLER: DOM. REP., NICARAGUA
BINDER: U.S.A./CONN. BROADLEAF
WRAPPER: BRAZIL

CARLOS TORAÑO SIGNATURE COLLECTION CHURCHILL
This veiny cigar is very firm and has a good draw. It's toasty and tangy, with a hint of sweet red peppers. A medium-bodied cigar.
U.S.: $5.38 U.K.: N/A

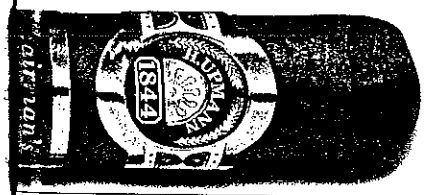
85



DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 7
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

DANIEL MARSHALL BLACK LABEL CHURCHILL
This golden-brown cigar has a nice draw and burn. It's a bit sharp at first, but it develops a creamy note. Mild to medium bodied.
U.S.: $5.50 U.K.: N/A

85



DOMINICAN REPUBLIC
RING GAUGE: 48 LENGTH: 6 3/4"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

H. UPMANN CHAIRMAN'S RESERVE CHURCHILL
This light-brown cigar has a good draw. It's grassy, with a hint of cedar flavor.
U.S.: $8.50 U.K.: N/A

85

HONDURAS
RING GAUGE: 49 LENGTH: 7"
FILLER: HONDURAS
BINDER: HONDURAS
WRAPPER: ECUADOR

THOMAS HINDS HONDURAN SELECTION CHURCHILL
This cigar has a rough appearance, but it draws and burns well. It's ashy, woody and dry, with a medium body.
U.S.: $3.90 U.K.: N/A

85

COSTA RICA
RING GAUGE: 48 LENGTH: 6 7/8"
FILLER: NICARAGUA
BINDER: DOM. REP.
WRAPPER: ECUADOR

BAHIA GOLD BY TONY BORHANI MADURO CHURCHILL
This maduro has a crude cap. It fills the mouth with smoke, burning with an aroma of cinnamon. It's charry, spicy and woody, with a rough note on the finish.
U.S.: $7.00 U.K.: N/A

84

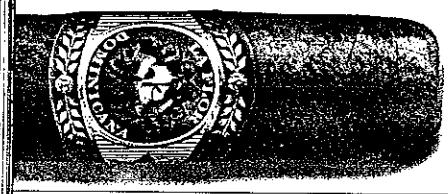
DOMINICAN REPUBLIC
RING GAUGE: 48 LENGTH: 7"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: INDONESIA

NAPA ESTATE BY DON DIEGO CHURCHILL
A rumpled cigar that has a dry wood flavor, along with notes of tea and cedar. A mild- to medium-bodied smoke.
U.S.: $5.00 U.K.: N/A

84

coronas

For decades, the corona was the world's most-smoked cigar size, generally measuring between 5 1/4 and 6 inches in length by 40 to 44 ring gauge. While its popularity has waned in recent years, it has always been considered one of the most elegant smokes. ■ Although there were no 90s in our corona test, a new, strong La Flor Dominicana took top honors with an 89. Close behind was the Sosa Family Selection No. 3, which, while showing some inconsistency, was generally a delicious, leathery smoke. Perhaps the biggest surprise of the tasting was the 80 received by the Cuban Romeo y Julieta Cedros Deluxe No. 2. This classic cigar, which often rates in the 90s, suffered from a tight draw and sour, unpleasant flavors.



DOMINICAN REPUBLIC
RING GAUGE: 44 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: ECUADOR

LA FLOR DOMINICANA TUBO NO. 200
This silky, oily and very firm cigar is well made. It's strong, with concentrated notes of wood, nuts and caramel. A rich smoke with a medium to full body.
U.S.: $6.50 U.K.: N/A

89

DOMINICAN REPUBLIC
RING GAUGE: 44 LENGTH: 5 3/4"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

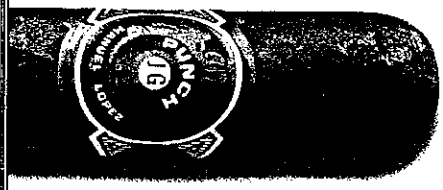
SOSA FAMILY SELECTION NO. 3
This cigar is cedary and leathery, with some tangy notes. Sweet spices were also noted. There was some inconsistency.
U.S.: $4.25 U.K.: N/A

88

CUBA
RING GAUGE: 42 LENGTH: 6"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

COHIBA SIGLO III
Nice texture to this cigar, which has a good cap. It's woody, with notes of tea and spice, and a hint of oatmeal on the finish.
U.S.: N/A U.K.: £14.40

87



HONDURAS
RING GAUGE: 45 LENGTH: 5 3/4"
FILLER: DOM. REP., HONDURAS, NICARAGUA
BINDER: U.S.A./CONN. BROADLEAF
WRAPPER: ECUADOR

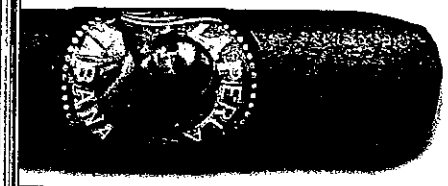
PUNCH CHATEAU M
A firm, silky cigar with an olive-colored wrapper. It has a firm draw. The cedary, woody cigar has a medium to full body.
U.S.: $3.80 U.K.: N/A

87

NICARAGUA
RING GAUGE: 42 LENGTH: 5 1/2"
FILLER: HONDURAS, NICARAGUA
BINDER: NICARAGUA
WRAPPER: NICARAGUA

FELIPE II RESERVA C
This dark-brown corona has a nice draw and burn. It's creamy, with chewy notes of sweet cedar and some roughness on the finish.
U.S.: $6.80 U.K.: N/A

86



DOMINICAN REPUBLIC
RING GAUGE: 43 LENGTH: 5 3/4"
FILLER: DOM. REP.
BINDER: INDONESIA
WRAPPER: INDONESIA

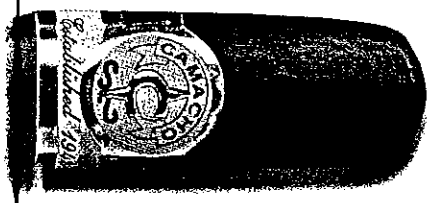
LA PERLA HABANA CORONA
This cigar is woody and cedary, with some citrus notes on the finish, which is short. A medium-bodied smoke.
U.S.: $4.90 U.K.: N/A

86

CUBA
RING GAUGE: 42 LENGTH: 5 1/2"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

ROMEO Y JULIETA CORONA
A nice flat cap on this cigar, which is slightly box pressed. It has a fine draw, loading the mouth with leathery, toasty, cedary smoke. Medium to full bodied.
U.S.: N/A U.K.: £9.50

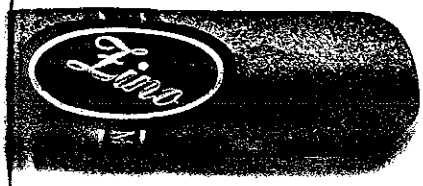
86



HONDURAS
RING GAUGE: 44 LENGTH: 5 1/2"
FILLER: HONDURAS
BINDER: HONDURAS
WRAPPER: HONDURAS

CAMACHO HAVANA NACIONALE
This smooth, silky wrapper is very dark and oily. The cigar draws well, showing woody, leathery flavors with a hint of nuts.
U.S.: $3.10 U.K.: N/A

85



HONDURAS
RING GAUGE: 44 LENGTH: 6"
FILLER: HONDURAS
BINDER: HONDURAS
WRAPPER: U.S.A./CONN. SHADE

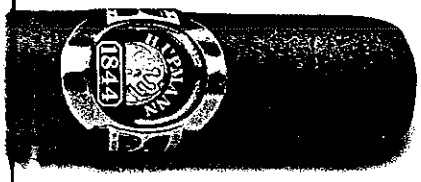
ZINO MOUTON CADET NO. 1
This cigar has a rounded cap and a silky wrapper. The draw is a little tight. The smoke is bready and toasty, but it lacks depth.
U.S.: $6.55 U.K.: N/A

85

DOMINICAN REPUBLIC
RING GAUGE: 42 LENGTH: 5 1/2"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: CAMEROON

COHIBA CRYSTAL CORONA
A grayish cigar that's woody and smooth. A medium-bodied smoke.
U.S.: $11.50 U.K.: N/A

84



DOMINICAN REPUBLIC
RING GAUGE: 42 LENGTH: 5 9/16"
FILLER: DOM. REP., BRAZIL
BINDER: DOM. REP.
WRAPPER: INDONESIA

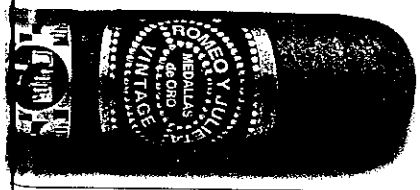
H. UPMANN CORONA
This slim, olive-colored corona is well made. It has an easy draw. The smoke is very woody, with hints of apple and cedar.
U.S.: $3.75 U.K.: N/A

84

DOMINICAN REPUBLIC
RING GAUGE: 42 LENGTH: 5 1/2"
FILLER: DOM. REP., MEXICO
BINDER: MEXICO
WRAPPER: U.S.A./CONN. BROADLEAF

MACANUDO MADURO DUKE OF DEVON
A firm cigar with a fruity, creamy flavor and hints of vanilla. Medium bodied.
U.S.: $4.80 U.K.: N/A

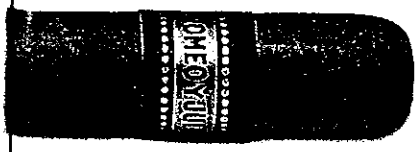
84



DOMINICAN REPUBLIC
RING GAUGE: 43 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: ECUADOR

ROMEO Y JULIETA VINTAGE NO. 1
A light, smooth cigar. It has an uneven burn. The flavor is a bit papery, and it lacks depth.
U.S.: $7.50 U.K.: N/A

84



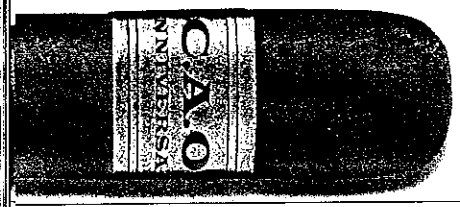
CUBA
RING GAUGE: 42 LENGTH: 5 1/2"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

ROMEO Y JULIETA CEDROS DE LUXE NO. 2
A greenish, rough wrapper. The draw is firm, verging on tight. It's sour and tangy, with some papery notes.
U.S.: N/A U.K.: £9.60

80

corona gordas

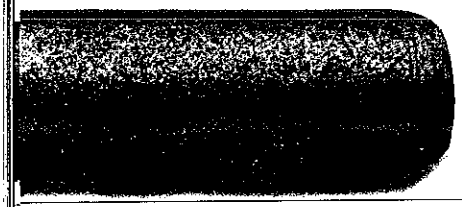
The corona gorda has always been one of our favorite sizes. While it doesn't have the length of a double corona and doesn't take as long to smoke, the hefty ring gauge makes it a complex size generally packing serious flavor. ■ The C.A.O. L'Anniversaire 1968-1998 Cameroon Toro scored 90 points the last time it was tasted, so we weren't surprised when it received high marks again. It's made by Tabacalera Perdomo. Also scoring well.was the Hoyo de Monterrey Epicure No. 1, which had great flavor despite some construction problems. One of four 87s this month went to the La Gloria Cubana Serie R No. 6, a tremendously fat cigar that performed well in its first CIGAR AFICIONADO tasting.



NICARAGUA
RING GAUGE: 55 LENGTH: 5 1/2"
FILLER: NICARAGUA
BINDER: NICARAGUA
WRAPPER: CAMEROON

C.A.O. L'ANNIVERSAIRE 1968-1998 CAMEROON TORO
Dark, very oily and flat, this cigar burns and draws well. The chewy smoke has hints of macaroons, leather and cedar. A medium- to full-bodied smoke with a cedary finish.
U.S.: $7.20 U.K.: N/A

91



CUBA
RING GAUGE: 46 LENGTH: 5 5/8"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

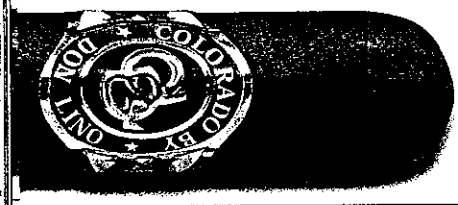
HOYO DE MONTERREY EPICURE NO. 1
This cigar has wonderful color, but is rather veiny. The smoke is peppery and bready, with a medium body.
U.S.: N/A U.K.: £12.30

89

DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 5 1/2"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: ECUADOR

BAUZÁ ROBUSTO
This corona gorda is a bit veiny. It's cedary, leathery and chewy, but a bit unbalanced.
U.S.: $5.60 U.K.: N/A

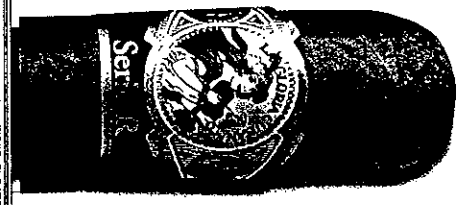
87



DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: CAMEROON

COLORADO BY DON LINO CAMEROON ROBUSTO
This rugged, firm cigar has a nice sheen to its wrapper. The draw is easy and the smoke soft, with chewy hints of burnt wood and leather.
U.S.: $4.34 U.K.: N/A

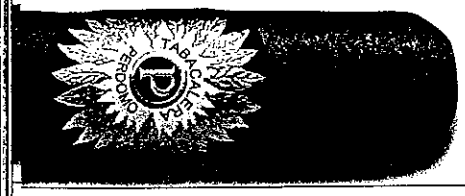
87



DOMINICAN REPUBLIC
RING GAUGE: 60 LENGTH: 5 7/8"
FILLER: DOM. REP., NICARAGUA
BINDER: NICARAGUA
WRAPPER: ECUADOR

LA GLORIA CUBANA SERIE R NO. 6
This thick, dark cigar has an easy draw. It's woodsy and slightly sweet, but the finish is very short.
U.S.: $6.00 U.K.: N/A

87



NICARAGUA
RING GAUGE: 48 LENGTH: 5 1/2"
FILLER: NICARAGUA
BINDER: NICARAGUA
WRAPPER: NICARAGUA

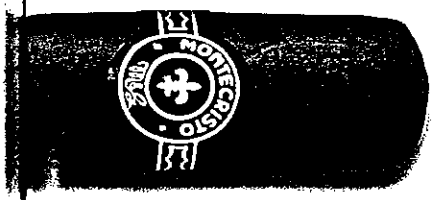
PERDOMO ESTATE SELECCIÓN IMPERIO
A box-pressed, silky cigar. The smoke is peppery and steely, with a nutty flavor. Medium to full bodied.
U.S.: $8.00 U.K.: N/A

87

CUBA
RING GAUGE: 46 LENGTH: 5 5/8"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

H. UPMANN MAGNUM 46
A dull-colored cigar that draws well. The ash is black, and the cigar has sharp, tangy notes with hints of leather, coffee and wood.
U.S.: N/A U.K.: £12.00

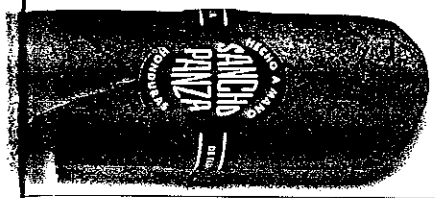
86



DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 6"
FILLER: DOM. REP., BRAZIL
BINDER: NICARAGUA
WRAPPER: NICARAGUA

MONTECRISTO H2000 VICTOIRE
A squat, meaty cigar with few flaws and great chocolate color. It's cedary and chocolaty, with some toasty notes.
U.S.: 9.00 U.K.: N/A

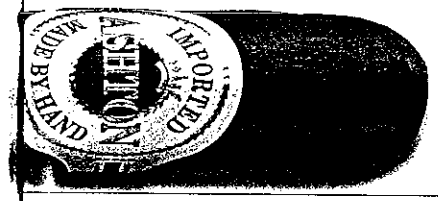
86



HONDURAS
RING GAUGE: 50 LENGTH: 6 1/8"
FILLER: DOM. REP., HONDURAS, NICARAGUA
BINDER: U.S.A./CONN. BROADLEAF
WRAPPER: U.S.A./CONN. SHADE

SANCHO PANZA GLORIOSO
A good-looking cigar with a silky wrapper. The draw is firm at first, but it opens up well. The smoke is chewy, cedary and creamy, with a bread-dough flavor. Mild to medium bodied.
U.S.: $3.90 U.K.: N/A

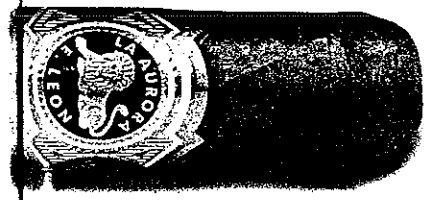
86



DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. BROADLEAF

ASHTON AGED MADURO NO. 40
This veiny, rugged maduro has a nice draw. It's creamy, with hints of vanilla. Medium bodied.
U.S.: $7.75 U.K.: N/A

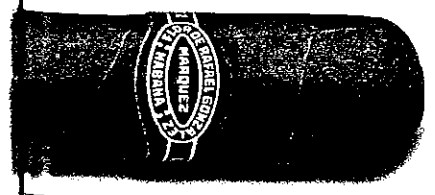
85



DOMINICAN REPUBLIC
RING GAUGE: 48 LENGTH: 6 3/8"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: CAMEROON

AURORA BRISTOL ESPECIAL
A toothy cigar with a rough cap. It draws and burns well. The smoke is dry and very cedary, with a bit of sweetness.
U.S.: $3.82 U.K.: N/A

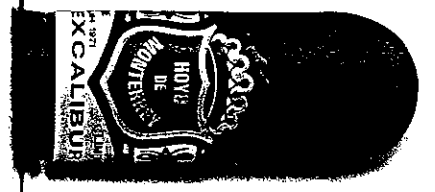
85



CUBA
RING GAUGE: 46 LENGTH: 5 5/8"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

FLOR DE RAFAEL GONZALEZ CORONA EXTRA
Beautiful color and a nice cap. The cigar has a tight draw. The smoke is cedary, sweet and chewy. Medium bodied.
U.S.: N/A U.K.: £10.20

85



HONDURAS
RING GAUGE: 48 LENGTH: 6 1/8"
FILLER: DOM. REP., HON., NIC.
BINDER: U.S.A./CONN. SHADE
WRAPPER: U.S.A./CONN. BROADLEAF

HOYO DE MONTERREY EXCALIBUR PRENSADO OSCURO
A dark, oily cigar with a nice burn. The smoke is cedary, spicy and charred, with a medium body.
U.S.: $6.00 U.K.: N/A

85

DOMINICAN REPUBLIC
RING GAUGE: 52 LENGTH: 6"
FILLER: DOM. REP., MEXICO, BRAZIL
BINDER: MEXICO
WRAPPER: INDONESIA

HABANO PRIMERO CORONA GORDA
This cigar has slightly rough construction, and it shows in the inconsistent draw. The medium-bodied smoke is tangy, woody and toasty.
U.S.: $4.95 U.K.: N/A

84

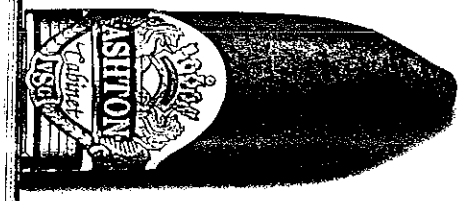
figurados

A figurado is any cigar that has a shaped head or foot, or most any cigar that does not fit a *parejo* (straight-sided) size designation. Figurados include pyramids, perfectos and diademas, and are some of the most difficult cigars to roll. ■ The Padrón 1964 Anniversary Series Torpedo Maduro, a delicious cigar that took the highest score in this issue with 94 points, topped the figurado tasting. It was followed by three other 90s, two to perennial top performers, the Bolivar Belicoso Fino Cabinet and Ashton V.S.G. Belicoso No. 1, and one to a newer cigar, the León Jimenes Maduro Belicoso. This cigar is made in the Dominican Republic at the factories of La Aurora.

NICARAGUA
RING GAUGE: 52 LENGTH: 6"
FILLER: NICARAGUA
BINDER: NICARAGUA
WRAPPER: NICARAGUA

PADRÓN 1964 ANNIVERSARY SERIES TORPEDO MADURO
This dark, box-pressed cigar is silky. The draw is almost perfect, and the cigar holds a thick white ash. Its flavors range from cocoa to cream to nuts. A complex smoke.
U.S.: $15.00 U.K.: N/A

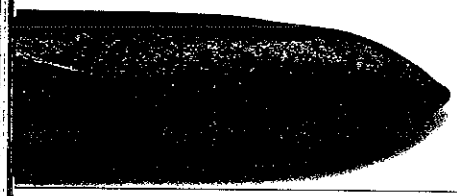
94



DOMINICAN REPUBLIC
RING GAUGE: 52 LENGTH: 5 1/4"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: ECUADOR

ASHTON VIRGIN SUN GROWN BELICOSO NO. 1
A dark, silky cigar with a torpedo tip. It's a powerful cigar with an extremely peppery taste, and the finish is fairly rough.
U.S.: $8.00 U.K.: N/A

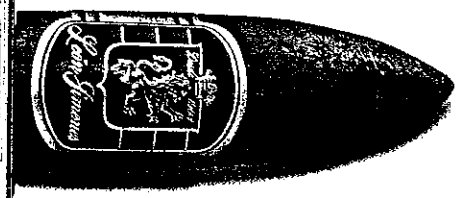
90



CUBA
RING GAUGE: 52 LENGTH: 5 1/2"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

BOLIVAR BELICOSO FINO CABINET
This medium- to full-bodied oily torpedo has a silky wrapper. It burns well, with a gray ash. The smoke has notes of chocolate, cedar and rich coffee beans.
U.S.: N/A U.K.: £13.40

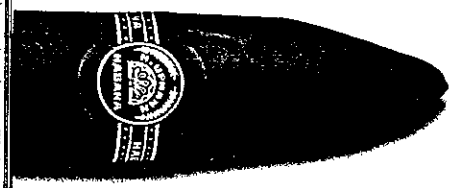
90



DOMINICAN REPUBLIC
RING GAUGE: 52 LENGTH: 6 1/4"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: BRAZIL

LEÓN JIMENES MADURO BELICOSO
A dark pyramid with a perfect burn. The cigar has notes of coffee and sweet cedar. It has a slight sweetness on the finish.
U.S.: $7.24 U.K.: N/A

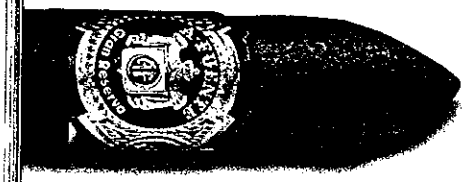
90



CUBA
RING GAUGE: 52 LENGTH: 6 1/8"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

H. UPMANN NO. 2
A box-pressed torpedo with a nicely formed head. It burns beautifully. The cigar is strong and woody, with notes of coffee and chocolate.
U.S.: N/A U.K.: £13.80

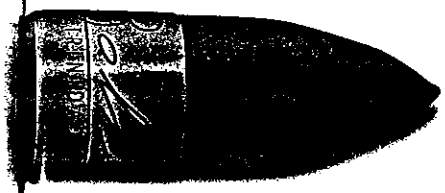
88



DOMINICAN REPUBLIC
RING GAUGE: 43 LENGTH: 5 1/8"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: CAMEROON

ARTURO FUENTE DON CARLOS NO. 4
A little, dark cigar with a well-made pointed head. It has a cedary, toasty flavor. A medium-bodied cigar.
U.S.: $6.50 U.K.: N/A

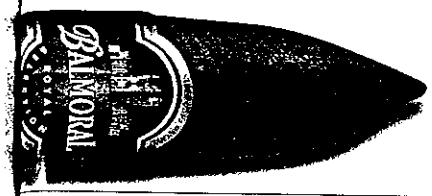
87



COSTA RICA
RING GAUGE: 54 LENGTH: 6 1/2"
FILLER: NICARAGUA
BINDER: COSTA RICA
WRAPPER: ECUADOR

BAHIA TRINIDAD BELICOSO
This cigar has a light but pretty wrapper. It has a pleasant aroma, and wisps of chocolate and caramel flavor. A hint of leather develops on the finish.
U.S.: $8.00 U.K.: N/A

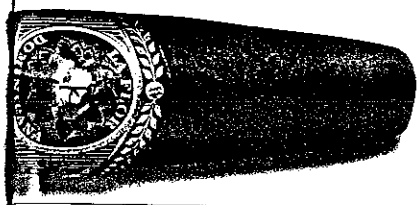
87



DOMINICAN REPUBLIC
RING GAUGE: 52 LENGTH: 6 1/4"
FILLER: DOM. REP., BRAZIL
BINDER: DOM. REP.
WRAPPER: BRAZIL

BALMORAL ROYAL SELECTION
TORPEDO MADURO
A rugged, grainy cigar with a nice torpedo tip. It has a great draw and an even burn, with a salt-and-pepper-colored ash. It's woody and peppery, with a smoked meat flavor.
U.S.: $5.75 U.K.: N/A

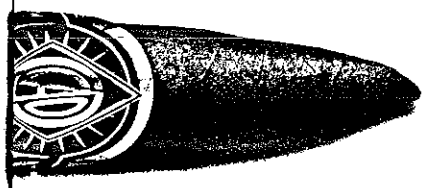
87



DOMINICAN REPUBLIC
RING GAUGE: 54 LENGTH: 4 1/2"
FILLER: NICARAGUA, DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. BROADLEAF

LA FLOR DOMINICANA EL JOCKO
PERFECTO NO. 1
This chubby figurado is dark and very oily. It draws well. The smoke is brawny, steely and spicy, with a medium body.
U.S.: $5.60 U.K.: N/A

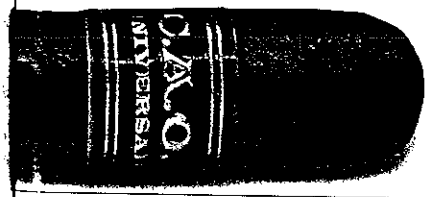
87



NICARAGUA
RING GAUGE: 55 LENGTH: 6 3/4"
FILLER: NICARAGUA
BINDER: NICARAGUA
WRAPPER: ECUADOR

C.A.O. ODYSSEY 2000-2001
This dark, oily cigar is tapered at both the head and the foot. It has good construction, and burns evenly. The spicy smoke has lots of earthy notes, with a metallic hint and a dry finish.
U.S.: $15.00 U.K.: N/A

86



NICARAGUA
RING GAUGE: 56 LENGTH: 4 3/4"
FILLER: DOM. REP., NICARAGUA
BINDER: ECUADOR
WRAPPER: U.S.A./CONN. BROADLEAF

C.A.O. L'ANNIVERSAIRE 1968-1998
MADURO NAPOLEON
A squat, unusually shaped figurado that has the head of a parejo and the foot of a perfecto. The draw is a bit firm, but the smoke is woody and earthy, with a subtle sweetness. Medium bodied.
U.S.: $7.40 U.K.: N/A

86

CUBA
RING GAUGE: 52 LENGTH: 5 1/2"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

SANCHO PANZA BELICOSO
This torpedo had construction problems, and it burned poorly. It's a meaty, toasty cigar. Mild to medium bodied.
U.S.: N/A U.K.: £12.50

86

MEXICO
RING GAUGE: 54 LENGTH: 5 1/2"
FILLER: DOM. REP., NIC., MEXICO
BINDER: MEXICO
WRAPPER: MEXICO

TE-AMO ANIVERSARIO PERFECTO
A cute figurado that draws well. It's nutty and meaty, with a hint of chocolate. Medium to full bodied.
U.S.: $4.00 U.K.: N/A

86

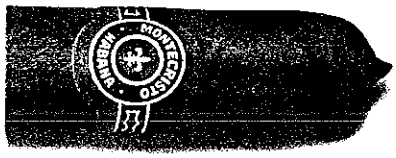
DOMINICAN REPUBLIC
RING GAUGE: 49 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

MONTESINO BELICOSO NO. 2
A golden belicoso that's very firm. It's toasty and creamy, with a note of honey. Mild.
U.S.: $5.75 U.K.: N/A

85

panetelas

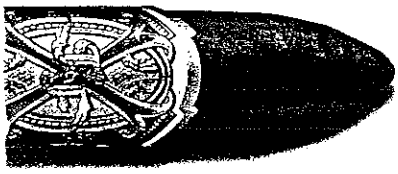
Our panetela tasting, the first since 1997, was expanded to include gran panetelas. The cigars in this test measure 5 1/2 to 7 1/2 inches in length, with slim ring gauges from 34 to 40. While there were several good cigars in this test, there were also several low scores. Though panetelas at their best can be attractive, flavorful and perfect for enjoying in a short time, they can also be slightly ragged and burn poorly. ■ The tasting is topped by the Montecristo Especial, a Cuban cigar that is all one could ever want in a panetela. The Fuente Fuente OpusX Petit Lancero also reached the 90 point plateau. This slim size from the Fuente factories is incredibly complex and well constructed. One disappointment was the Cuban Cohiba Lancero; while a score of 86 isn't bad, it's not what we expect from a cigar that is generally regarded as one of the finest smokes in the world.



CUBA
RING GAUGE: 38 LENGTH: 7 1/2"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

MONTECRISTO ESPECIAL
An oily cigar with a nicely finished pig tail. The draw is firm, and the cigar burns evenly. It has an easygoing start, but blossoms into a fuller-bodied spicy, leathery cigar with rich, sweet coffee notes.
U.S.: N/A U.K.: £12.80

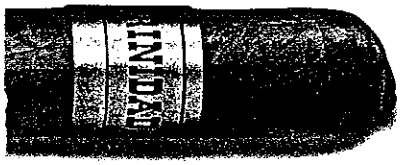
91



DOMINICAN REPUBLIC
RING GAUGE: 39 LENGTH: 6 1/4"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: DOM. REP.

FUENTE FUENTE OPUSX PETIT LANCERO
A slim panetela with a pointed tip. The draw is excellent. The cigar is a bit harsh at first, but it develops complex notes of cedar, leather, steel and nuts. Medium to full bodied.
U.S.: $9.50 U.K.: N/A

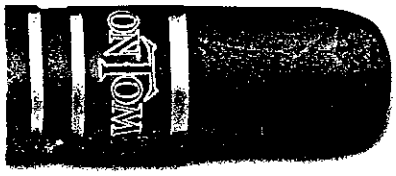
90



CUBA
RING GAUGE: 40 LENGTH: 7 1/2"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

TRINIDAD FUNDADORE
A silky cigar with a perfect pig tail. It burns very well, but the draw is firm. It's leathery and chocolaty, with a roasted flavor and a hint of coffee.
U.S.: N/A U.K.: £20.00

88



DOMINICAN REPUBLIC
RING GAUGE: 38 LENGTH: 6"
FILLER: DOM. REP. NICARAGUA, MEXICO, BRAZIL
BINDER: MEXICO
WRAPPER: HONDURAS

DON TOMÁS DOMINICAN SELECTION PANETELA
This pressed panetela has hints of coconut, wood and cream. Some peppery flavors were also noted.
U.S.: $4.10 U.K.: N/A

87

CUBA
RING GAUGE: 38 LENGTH: 7 1/2"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

COHIBA LANCERO
This veiny cigar has an extremely tight draw. It's woody, creamy and a bit tangy.
U.S.: N/A U.K.: £18.40

86

DOMINICAN REPUBLIC
RING GAUGE: 38 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

DAVIDOFF NO. 2
An oily, dark cigar with a beautiful pig tail. The draw is uneven, and the cigar is strong and peppery, with some acrid notes.
U.S.: $11.50 U.K.: N/A

85

BAHAMAS
RING GAUGE: 38 LENGTH: 7 1/4"
FILLER: DOM. REP., HONDURAS, NICARAGUA
BINDER: INDONESIA
WRAPPER: INDONESIA

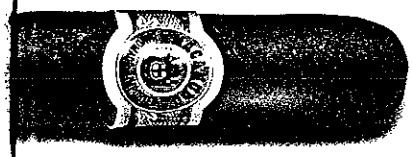
GRAYCLIFF ELEGANTE
A good shape, with a nice pig tail. The cigar has a perfect draw, rare for a lancero. It has a bready, leafy flavor.
U.S.: $16.00 U.K.: N/A

85

NICARAGUA
RING GAUGE: 36 LENGTH: 6 7/8"
FILLER: NICARAGUA
BINDER: NICARAGUA
WRAPPER: NICARAGUA

PADRÓN PANETELA MADURO
This cigar has a very rough cap. It's sweet and toasty, with a hint of vanilla.
U.S.: $2.90 U.K.: N/A

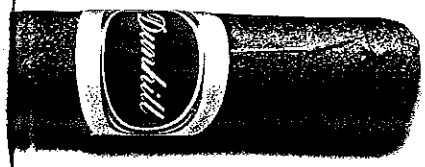
85



DOMINICAN REPUBLIC
RING GAUGE: 34 LENGTH: 7"
FILLER: DOM. REP., MEXICO
BINDER: MEXICO
WRAPPER: U.S.A./CONN. SHADE

MACANUDO PORTOFINO CAFÉ
A silky, slim panetela. It's woody, cedary and sweet, with a slight metallic note. A medium-bodied cigar.
U.S.: $4.95 U.K.: N/A

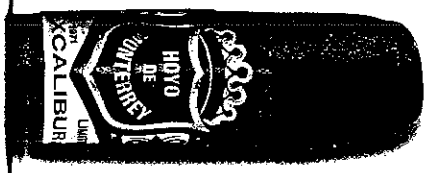
84



DOMINICAN REPUBLIC
RING GAUGE: 38 LENGTH: 6 1/2"
FILLER: DOM. REP., BRAZIL
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

DUNHILL SAMANAS
A rumpled cigar with a yellow-colored wrapper. It's papery, mild and cedary, with a hint of vanilla.
U.S.: $5.65 U.K.: N/A

83



HONDURAS
RING GAUGE: 38 LENGTH: 5 1/2"
FILLER: DOM. REP., HONDURAS, NICARAGUA
BINDER: U.S.A./CONN. BROADLEAF
WRAPPER: U.S.A./CONN. SHADE

HOYO DE MONTERREY EXCALIBUR NO. 6
This panetela has nice color and texture. The smoke is nutty and toasty, with burnt notes on the finish. Some inconsistency was noted.
U.S.: $4.15 U.K.: N/A

83

DOMINICAN REPUBLIC
RING GAUGE: 38 LENGTH: 6 1/4"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

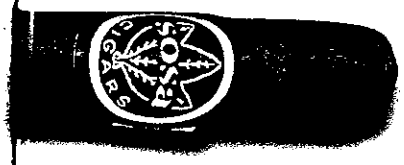
CUBITA NO. 2 DELUXE
This pig-tailed cigar is a bit veiny. It draws well, burning with an odd aroma. The smoke is papery and creamy, with roughness to the finish.
U.S.: $5.25 U.K.: N/A

82

DOMINICAN REPUBLIC
RING GAUGE: 34 LENGTH: 6"
FILLER: DOM. REP., MEXICO
BINDER: MEXICO
WRAPPER: CAMEROON

PARTAGAS NO. 6
Slim and a bit mottled, this cigar has an inconsistent draw. The smoke is a little rough.
U.S.: $4.10 U.K.: N/A

82



DOMINICAN REPUBLIC
RING GAUGE: 35 LENGTH: 6"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

SOSA SANTA FE
A slim panetela with a light brown wrapper. It has some odd notes of lemons and metal, but a light, sweet cream flavor also develops.
U.S.: $3.50 U.K.: N/A

82

robustos

The robusto is America's most popular cigar size. While its length, from 4 1/2 to 5 1/4 inches, is not imposing, the thick ring gauge from 48 to 54 allows for complex blending. This cigar has all the punch of the big boys, but with a length that makes it much more versatile. ■ There were two 91s in this robusto test. One went to a cigar that consistently scores well, the Romeo y Julieta Exhibición No. 4. We found these cigars cabinet-packed; they were powerful smokes with wonderful flavor. The Henry Clay H2000 Mirabelle also scored 91 points. The cigar, which sports the industry's newest type of wrapper tobacco, Habana2000 from Nicaragua, burned perfectly and showed a wide variety of flavors.

DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 5"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: NICARAGUA

HENRY CLAY H2000 MIRABELLE
This box-pressed cigar is silky and dark. It burns and draws very well. The smoke is spicy and nutty, with notes of black cherry and leather. Medium bodied.
U.S.: $3.50 U.K.: N/A

91

CUBA
RING GAUGE: 48 LENGTH: 5"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

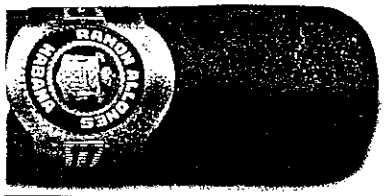
ROMEO Y JULIETA EXHIBICIÓN NO. 4 CABINET
This nice little cigar has an oily, chocolate-colored wrapper. The draw is slightly tight, but the cigar burns well. The smoke is peppery, leathery and strong, with a bit of sweetness.
U.S.: N/A U.K.: £10.70

91

CUBA
RING GAUGE: 48 LENGTH: 5"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

H. UPMANN CONNOISSEUR NO. 1
This cigar has a light but pretty wrapper. It has a pleasant aroma, and wisps of chocolate and caramel flavor. A hint of leather develops on the finish.
U.S.: N/A U.K.: £10.90

90



CUBA
RING GAUGE: 50 LENGTH: 4 7/8"
FILLER: CUBA
BINDER: CUBA
WRAPPER: CUBA

RAMON ALLONES SPECIALLY SELECTED
This attractive cigar has beautiful chocolate color. The draw is a tad firm. The smoke is bold and complex, with notes of cedar, Cognac barrel and espresso bean.
U.S.: N/A U.K.: £10.60

89

DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 5"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. BROADLEAF

THE GRIFFIN'S MADURO ROBUSTO
This dark, rugged cigar burns beautifully. It's very toasty and cedary sweet, with a medium to full body.
U.S.: $7.00 U.K.: N/A

89

DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 4 1/2"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. BROADLEAF

ARTURO FUENTE ROTHSCHILD MADURO
A rumpled cigar. It has an easy draw and an even burn. The cigar is nutty, with notes of vanilla, cedar and citrus. A simple, pleasant cigar.
U.S.: $3.15 U.K.: N/A

88

DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 5"
FILLER: DOM. REP., BRAZIL, NICARAGUA
BINDER: ECUADOR
WRAPPER: U.S.A./CONN. BROADLEAF

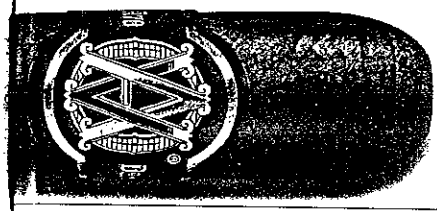
ESTAVAN CRUZ ROBUSTO MADURO
This rugged cigar is very dark, and it burns and draws well. It has a nutty, chocolate flavor with some marshmallow notes.
U.S.: $5.50 U.K.: N/A

87

HONDURAS
RING GAUGE: 50 LENGTH: 5"
FILLER: NICARAGUA, COSTA RICA, HONDURAS
BINDER: NICARAGUA
WRAPPER: NICARAGUA

INDIAN TABAC SUPER FUERTE ROBUSTO
A box-pressed cigar with a dark, oily wrapper. It burns and draws well. The smoke has a black cherry note and a woody taste, with some rough, charry elements.
U.S.: $6.00 U.K.: N/A

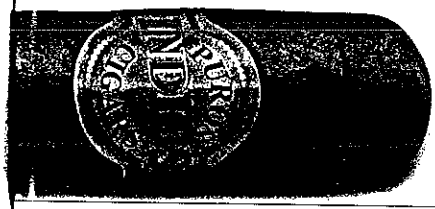
87



DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 5 1/8"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONNECTICUT SHADE

DOMAINE AVO <10>
This firm cigar draws and burns well. It's creamy and toasty, with a vanilla flavor to the taste. A mild- to medium-bodied cigar.
U.S.: $7.50 U.K.: N/A

86



HONDURAS
RING GAUGE: 50 LENGTH: 5"
FILLER: DOM. REP., BRAZIL, NICARAGUA
BINDER: ECUADOR
WRAPPER: ECUADOR

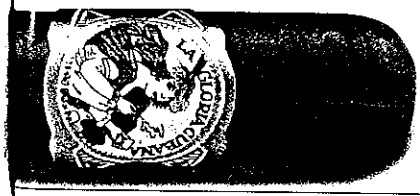
PUROS INDIOS ROTHSCHILD
This cigar is a bit rumply. The smoke is tangy and woody, and it has a chewy, creamy finish.
U.S.: $3.80 U.K.: N/A

85

DOMINICAN REPUBLIC
RING GAUGE: 52 LENGTH: 4 7/8"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: U.S.A./CONN. SHADE

DIANA SILVIUS ROBUSTO
This cigar has a nice draw. It's creamy and mild, with hints of dry balsa wood.
U.S.: $6.50 U.K.: N/A

84



DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 5"
FILLER: DOM. REP., NICARAGUA
BINDER: NICARAGUA
WRAPPER: ECUADOR

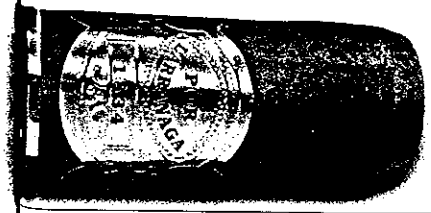
LA GLORIA CUBANA WAVELL
This silky cigar has an easy draw. It's cedary and tangy, with some rough notes. A medium-bodied smoke.
U.S.: $3.70 U.K.: N/A

84

DOMINICAN REPUBLIC
RING GAUGE: 52 LENGTH: 4 1/2"
FILLER: DOM. REP.
BINDER: DOM. REP.
WRAPPER: CAMEROON

LA UNICA CAMEROON SERIES ROBUSTO NO. 4
This cigar has notes of sweet wood, and a medium body. The draw is a bit tight.
U.S.: $5.75 U.K.: N/A

84



DOMINICAN REPUBLIC
RING GAUGE: 50 LENGTH: 5"
FILLER: DOM. REP., BRAZIL, NICARAGUA
BINDER: DOM. REP.
WRAPPER: NICARAGUA

POR LARRAÑAGA HABANA2000 ROBUSTO
This fat cigar has a chocolate-brown wrapper. The draw is firm, and the smoke is herbal, woody and sweet. Medium bodied.
U.S.: $4.25 U.K.: N/A

84

connoisseur's corner

Welcome to our new feature. From time to time in this section, we will be tasting vintage cigars that CIGAR AFICIONADO editors come across in their travels or pull out of their personal humidors. We will taste everything from pre-Castro Cubans, to more recent vintages from around the world, to special-issue cigars that aren't always available in substantial commercial quantities. When it's relevant we'll also tell you where we smoked the cigars and where they came from. ■ The tasting format will be different from our standard blind tastings that we do for the magazine. Because the cigars in this section are rare, and we never know when or how we'll find them, the identity of the cigar will be known to the smoker. Each tasting note will include the taster's name. Due to the age of some of these cigars, it is often difficult if not impossible to be certain of the blends of tobacco in them, so that tasting point will be omitted. ■ We hope that this new feature will provide an added dimension to your appreciation of cigars. This section will offer proof that, like a fine wine, you can age great cigars for several years, and sometimes decades, and still get great pleasure out of them.

CUABA SALOMONES II, 1996

This perfecto-shaped, cabinet selection cigar has always had limited commercial availability, primarily from a single dealer in Germany who worked out a special production deal. A truly great Cuban cigar. Rich, dense flavors that linger on the palate for a long, long finish. There are hints of spice and dried citrus, and a strong earthy element. —*Marvin R. Shanken*

97

DAVIDOFF HAUT BRION, 1989

This has always been a favorite size of serious cigar smokers because it packs a punch in a small size. This classic cigar has strong flavors of vanilla and milk chocolate, and a powerful tobacco overtone. One of the greats. —*James Suckling*

95

HOYO DE MONTERREY ROYAL HUNT NO. 10, 1978

This is a double corona that was made expressly for Robert Lewis in London. A blockbuster of a smoke. It has an elegantly refined, perfumed aroma, with a delicate, creamy taste. There are hints of cocoa beans and cinnamon flavors. The finish was a bit on the dusty side and somewhat short. Nonetheless, a great cigar. —*Gordon Mott*

93

DUNHILL MOJITO, 1980

This cigar defines what an aged cigar can bring to the table. Its slightly pale wrapper doesn't suggest the rich, cedary taste that flows into your mouth at the first lighting. It has an extra long finish with tinges of leather, and there is an overall creaminess to the cigar. An excellent small cigar. —*George Brightman*

92

PARTAGAS PETIT CORONA, 1958

What an amazing 43-year-old cigar. It is small, but it remains remarkably fresh tasting, both on the palate and the finish. There is some light spiciness. It is medium bodied. As you would expect on a well-aged older cigar, the cedar notes are very pronounced, but they remain in balance. A very nice smaller cigar. —*James Suckling*

92

tasting summary

RATING SUMMARY BLIND TASTE TEST NO. 42

Cigars are listed first by country and then by score. Please refer to the main tasting pages for notes and prices.

BAHAMAS

88 Graycliff Profesionale Churchill
85 Graycliff Elegante

COSTA RICA

87 Bahia Trinidad Belicoso
84 Bahia Gold by Tony Borhani Maduro Churchill

CUBA

91 Montecristo Especial
91 Romeo y Julieta Exhibición No. 4 Cabinet
90 Bolivar Belicoso Fino Cabinet
90 H. Upmann Connoisseur No. 1
90 Punch Churchill
89 Hoyo de Monterrey Epicure No. 1
89 Ramon Allones Specially Selected
88 Bolivar Churchill
88 H. Upmann No. 2
88 Trinidad Fundadore
87 Cohiba Esplendido
87 Cohiba Siglo III
86 Cohiba Lancero
86 H. Upmann Magnum 46
86 Romeo y Julieta Corona
86 Sancho Panza Belicoso
85 Flor de Rafael Gonzalez Corona Extra
80 Romeo y Julieta Cedros De Luxe No. 2

DOMINICAN REPUBLIC

91 Henry Clay H2000 Mirabelle
90 Ashton Virgin Sun Grown Belicoso No. 1
90 Avo 75th Anniversary
90 Fuente Fuente OpusX Petit Lancero
90 León Jimenes Maduro Belicoso
89 La Flor Dominicana Tubo No. 200
89 The Griffin's Maduro Robusto
88 Arturo Fuente Rothschild Maduro
88 Sosa Family Selection No. 3
87 Arturo Fuente Don Carlos No. 4
87 Balmoral Royal Selection Torpedo Maduro
87 Bauzá Robusto
87 Colorado by Don Lino Cameroon Robusto
87 Don Tomás Dominican Selection Panetela
87 Estavan Cruz Robusto Maduro
87 Indian Tabac Tubo Deluxe Churchill
87 La Flor Dominicana El Jocko Perfecto No. 1
87 La Gloria Cubana Serie R No. 6
86 Domaine Avo <10>
86 Montecristo H2000 Victoire
85 Ashton Aged Maduro No. 40
85 Aurora Bristol Especial
85 Carlos Toraño Signature Collection Churchill
85 Daniel Marshall Black Label Churchill
85 Davidoff No. 2
85 H. Upmann Chairman's Reserve Churchill
85 La Perla Habana Corona
85 Montesino Belicoso No. 2
84 Cohiba Crystal Corona
84 Diana Silvius Robusto
84 H. Upmann Corona
84 Habano Primero Corona Gorda
84 La Gloria Cubana Wavell
84 La Unica Cameroon Series Robusto No. 4
84 Macanudo Maduro Duke of Devon
84 Macanudo Portofino Café
84 Napa Estate by Don Diego Churchill
84 Por Larrañaga Habana2000 Robusto
84 Romeo y Julieta Vintage No. 1
83 Dunhill Samanas
82 Cubita No. 2 Deluxe
82 Partagas No. 6
82 Sosa Santa Fe

HONDURAS

87 Don Melo Centenario Liga A
87 Indian Tabac Super Fuerte Robusto
87 Pirate's Gold Churchill
87 Punch Chateau M
86 Sancho Panza Glorioso
85 Camacho Havana Nacionale
85 Hoyo de Monterrey Excalibur Prensado Oscuro
85 Puros Indios Rothschild
85 Thomas Hinds Honduran Selection Churchill
85 Zino Mouton Cadet No. 1
83 Hoyo de Monterrey Excalibur No. 6

MEXICO

86 Te-Amo Aniversario Perfecto

NICARAGUA

94 Padrón 1964 Anniversary Series Torpedo Maduro
91 C.A.O. L'Anniversaire 1968-1998 Cameroon Toro
87 Perdomo Estate Selección Imperio
86 C.A.O. L'Anniversaire 1968-1998 Maduro Napoleon
86 C.A.O. Odyssey 2000-2001
86 Felipe II Reserva C
85 Padrón Panetela Maduro

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 56

GENERAL CIGAR DEBUTS COHIBA (CONTINUED FROM PAGE 1)

month in Orlando, Florida. Unlike General's existing Cohibas, which are sold in plain boxes without bands at a tiny number of retailers, the new cigars have distinctive red and black bands and will be widely available when General begins shipping the cigars in December.

The cigar has been completely reblended. The old Cohibas were mild cigars with a Connecticut shade wrapper, a Mexican binder and filler from the Dominican Republic, Mexico and Jamaica. General is repositioning the new Cohiba as a stronger, more full-bodied smoke. It has a Cameroon wrapper, Dominican filler and an Indonesian binder that the company is calling jember; General has never used this binder before.

COHIBA

NAME	DIMENSIONS	PRICE**
TRIANGULO*	6 INCHES BY 54 RING	$20.00
CHURCHILL	7 INCHES BY 49 RING	$15.00
LONSDALE GRANDE	6 1/4 INCHES BY 47 RING	$12.50
CORONA ESPECIALE	6 1/2 INCHES BY 42 RING	$12.00
CRYSTAL CORONA (TUBED)	5 1/2 INCHES BY 42 RING	$11.50
ROBUSTO	5 INCHES BY 49 RING	$11.50
CORONA	5 1/8 INCHES BY 42 RING	$9.00
ROBUSTO FINO	4 3/4 INCHES BY 47 RING	$9.50
CORONA MINOR	4 INCHES BY 42 RING	$7.00

*WILL NOT BE AVAILABLE AT LAUNCH
**PRICES ARE SUBJECT TO CHANGE

The Cubans created Cohiba in 1966 as Fidel Castro's private brand and began marketing it internationally in 1982. General never purchased the U.S. rights, but registered the name only (not the box art or logo) in 1978. It has since been quietly marketing the brand at Alfred Dunhill stores and Mike's Cigars in Miami. Because it did not own the rights to the artwork and did not believe that its existing Cohiba was unique enough to merit a full-scale marketing blitz, General hadn't put its substantial muscle behind Cohiba until now.

The unvarnished mahogany box in which the cigars will be packaged is still plain, but the new band has a distinct graphic identity that's in the spirit of the famous Cuban logo but doesn't precisely imitate it. Instead of the signature yellow and black of Cuba's Cohiba, General's band has simple black lettering; a splash of red in the circle of the "O" is the only flourish. The typeface, though, is very similar to that of the Cuban brand.

Legal issues aside, General wanted its new Cohibas to be easily distinguishable from the growing number of counterfeits—Dominican and Cuban—that are entering the United States. "We want something distinct, so everyone will know the others are counterfeit," said Edgar M. Cullman Jr., president and chief executive officer of General.

Like some of General's other recent introductions, such as the **Partagas Limited Reserve** and **Macanudo** Multi-Year Vintage cigars, the new Cohibas will be expensive. General's current marketing material, which marketing vice president Dickson Farrington described as tentative, lists the nine sizes from $7 to $20; six are listed at more than $10.

General's announcement at the RTDA show was strictly that; it didn't take any orders for Cohiba, or even pass out samples. In early July, company officials couldn't tell ***Cigar Insider*** whether they would announce its plans at the show, which ran from July 13 to 16. But a last-minute push allowed the company to showcase Cohiba as the centerpiece of its suite of booths. ■

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AD 00593

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 04

December 2, 1977

PRE-EMBARGO AND POST-EMBARGO CUBAN CIGAR BRAND NAMES: THE CURRENT TRADEMARK AND IMPORTATION SITUATION

We have received numerous requests over the past years for information on trademark registrations of Cuban cigar brand names. This year, we have received inquiries on some loosening of restrictions on importation by tourists visiting Cuba. We hope this Special Report will help to answer some of these questions.

Effective February 7, 1962, Cuban cigars and all goods of Cuban origin were prohibited from importation into the United States. In the previous year, we had imported 17.0 million cigars from Cuba; in the Fifties, the largest quantity of Cuban cigars imported in any year was 28.0 million, in 1959.

After Fidel Castro came to power, and before the embargo, several companies and their technicians, producers of Havana cigars for generations, left Cuba for the United States, the Canary Islands and elsewhere. They began the production of cigars with the same name as some of the well-known Havana cigars, or with different names.

Other companies have also begun the production or importation of cigars bearing the same name as the Havana cigars.

TRADEMARK STATUS

TMA'S Trademark Files show all marks which have *ever* been registered, and the date of registration and renewal. We set up a list of cigars that were imported into the U.S. from Cuba some time in the five years preceding the embargo, and added the names of additional brands now being exported from Cuba to countries other than the U.S.

Our files reveal that most of the names on this list have a current U.S. trademark registration, as shown in the accompanying tabulation. We will be pleased to supply what information we have regarding marks not appearing on this tabulation.

TRADEMARKS AND IMPORTATION

Under our trademark law, the owner of a registered trademark is protected against unauthorized importation of foreign merchandise bearing the trademark. In order to aid Customs officers in enforcing this prohibition, the owner of a registered mark may record it with the U.S. Customs Service.

Merchandise bearing recorded marks will be confiscated by Customs unless the importer removes or obliterates the marks in a manner acceptable to Customs.

A copy of the Customs Regulations on recordation of trademarks is available from TMA.

Confidential:
Under Protective Order

CUBAN CIGAR BRAND NAMES: U.S. TRADEMARK STATUS

A. WITH ONE OR MORE *CURRENT* TRADEMARK REGISTRATIONS

BELINDA	P.O. 844,411, registered 2/20/68 Danby Imported Cigar Corp., New York, New York
BELINDA HABANA	P.O. 226,818, last renewed 1/17/67 Danby Imported Cigar Corp., New York, New York
CABANAS	P.O. 678,758, registered 5/19/59 Cuban Tobacco Company, Inc., New York, New York
DAVIDOFF	P.O. 1,058,684, registered 2/8/77 Davidoff Extension S.A., Zug, Switzerland P.O. 1,052,564, registered 11/9/76 Davidoff Extension S.A., Zug, Switzerland
HOYO	P.O. 904,602, registered 12/22/70 F. Palicio, Inc., New York, New York
HOYO DE MONTERREY	P.O. 86,340, last renewed 9/19/72 F. Palicio & Co., Inc., Englewood, N.J. P.O. 836,999, registered 10/17/67 F. Palicio, Inc., Tampa, Florida
H. UPMANN	P.O. 89,518, last renewed 3/13/73 Menendez Garcia y Compania Limitada, Madrid, Spain
JOSE GENER	P.O. 844,410, registered 2/20/68 F. Palicio, Inc., New York, New York
JOSE L. PIEDRA	P.O. 682,093, registered 7/21/59 Concepcion Nodarse, trustee of Jose Lamadrid Piedra y Nodarse, and Ana Maria Lamadrid-Piedra y Nodarse, Marianao City, Havana, Cuba (new certificate to Jose L. Piedra Cigars, Inc., Coral Gables, Fla.)
LA ESCEPCION	P.O. 1,046,984, registered 8/24/76 Villazon & Company, Inc., Tampa, Florida P.O. 1,046,983, registered 8/24/76 Villazon & Company, Inc., Tampa, Florida
LA GLORIA CUBANA	P.O. 972,740, registered 11/13/73 Ernesto Perez Carillo, Miami, Florida
MONTE CRISTO	P.O. 332,324, last renewed 7/13/76 Menendez, Garcia y Compania, Sociedad Limitada, Madrid, Spain

B. WITH A *CURRENT* REGISTRATION FOR SIMILAR MARK (continued)

EL CANO	P.O. 967,991, registered 9/11/73 El Cano Cigar Corp., Ltd., Cape Town, Republic of South Africa (for small cigars) P.O. 824,223, registered 2/14/67 El Cano Cigar Corp., Ltd., Cape Town, Republic of South Africa (for cigars, cigarettes, and smoking tobacco) NOTE: The Cuban cigar is LA FLOR DE CANO. See also section C. ...
SIMON BOLIVAR, THE LIBERATOR	P.O. 93,313, last renewed 12/25/73 Rene F. Rocha, Miami Beach, Florida NOTE: The Cuban cigar is BOLIVAR

C. WITH A *PREVIOUS* REGISTRATION

ALBA FLORA	P.O. 514,603, registered 3/9/48 Gradiaz, Annis & Co., Inc., Tampa, Florida (Transferred to Harry Blatt, New York on 1/18/56)
CASTANEDA	P.O. 336,185, renewed 10/9/56 Angueira, Perez y Compania, Habana, Cuba
GISPERT	P.O. 861,576, registered 12/10/68, canceled for non-use 2/11/75 Alfresan Havana Cigars, Inc., Miami, Florida P.O. 412,424, registered 3/6/45 Simon Vela Pelaez, Pinar del Rio, Cuba
JUAN LOPEZ	P.O. 245,857, registered 8/21/28 C. Del Peso y Compania, Habana, Cuba NOTE: The mark reads: "FLOR DE JUAN LOPEZ Y CA
LA FLOR DE CANO	P.O. 416,444, registered 9/11/45 Jose Maria Fernandez Castillo, Habana, Cuba NOTE: The mark reads: "Cano, J. - LA FLOR DE CANO HABANA"
LA MERIDIANA	P.O. 48,788, registered 1/16/06 Havana Commercial Co., New York, New York NOTE: The mark reads: "LA MERIDIANA DE P.M. Y CA"

D. WITH NO *CURRENT* OR *PREVIOUS* REGISTRATION

CANEY
RAFAEL GONZALEZ
SANCHO PANZA
TROYA

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GC 013711

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

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Norman Summary Judgment Ex. 05

PENGAD-Bayonne, N.J.
DEFENDANT'S EXHIBIT
82
6/6/00

... lo llamaremos COHIBA

Leyenda de un Placer

ADARGELIO GARRIDO DE LA GRANA

P2250

Las manos de las fotos de cubierta y portadillas interiores pertenecen a Norma Fernández Sastre, torcedora de la fábrica El Laguito desde 1967, quien durante 16 años confeccionó los habanos del Comandante en Jefe Fidel Castro Ruz.

... lo llamaremos

Leyenda de un Placer

P2251

Adargelio Garrido de la Grana, (Cárdenas, Matanzas, 1958) es graduado de la Facultad de Derecho (1982) de la Universidad de La Habana. Se ha especializado en Derechos de la Propiedad Industrial. Actualmente es Secretario General de la Corporacion Habanos S.A. y apoderado de la Empresa Cubana del tabaco (Cubatabaco). Ha presentado ponencias sobre las denominaciones de origen y las marcas en diferentes reuniones organizadas por la Organizacion Mundial de la Propiedad Intelectual (OMPI). Es autor de diversos trabajos publicados sobre la proteccion de las denominaciones de origen tabacaleras cubanas.

... lo llamaremos

Leyenda de un Placer

ADARGELIO GARRIDO DE LA GRANA.

Habanos s.a.

Habanos S.A. La Habana. 1997

P2253

[illegible]ICIÓN: Mayra Díaz Arango
[illegible]ÓN: Leonel Nodal Álvarez
[illegible]CO: Carlos Espinosa Vega
[illegible]: Ernesto Elizarán Vázquez
[illegible]TA: Luis Alonso González
[illegible]N: Andrés Fraguela Cuesta
[illegible]UCTOR EJE[illegible]arlos Fernández Rodríguez

[illegible]AFÍA: Julio Bello Aguabella
Alberto Korda
Angel Alderete
Paco Monteagudo
Osvaldo Salas
[illegible] Archivo PREMIUM PUBLICITY
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PRENSA LATINA
COPROVA
CIGAR AFICIONADO
Archivos personales

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Habanos S.A., 1997
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ISBN: 01500-1500
Habanos S.A., [illegible]eres, no. 21, Habana Vieja,
[illegible]udad de La Habana, Cuba

P2254

A Celia Sánchez Manduley

P2255

Mis agradecimientos para:

P2256

Mi familia que tanto apoyó y supo esperar pacientemente
el fin de este reto;
Antonio Núñez Jiménez, quien aceptó
gustoso hacer el prólogo;
todos los compañeros de Habanos S.A.
que desde un principio apoyaron y estimularon este empeño;
Chicho, Eduardo, Emilia, Avelino y a todas las restantes personas
que permitieron reconstruir el pasado;
Mayra Díaz y Leonel Nodal que posibilitaron vestir de gala esta obra;
Coprova, Seita, Coiba S.A y Cita
por la información suministrada;
todo el personal de Premium Publicity S.A.
que logró hacer de este anhelo una realidad;
todos aquellos que de una forma u otra siempre estuvieron
prestos a tender la mano
en el momento preciso

P2257

P2258

Indice

Prólogo / XI

Motivación / 3

Un antecedente casual / 9

Un sueño hecho realidad / 27

Lo llamaremos COHIBA / 41

¿Casa de los Misterios? / 51

Primeros pasos de una nueva marca / 63

Evolución de la imagen gráfica / 73

La estrategia del éxito / 83

El placer de las Estrellas / 143

Bibliografía / 157

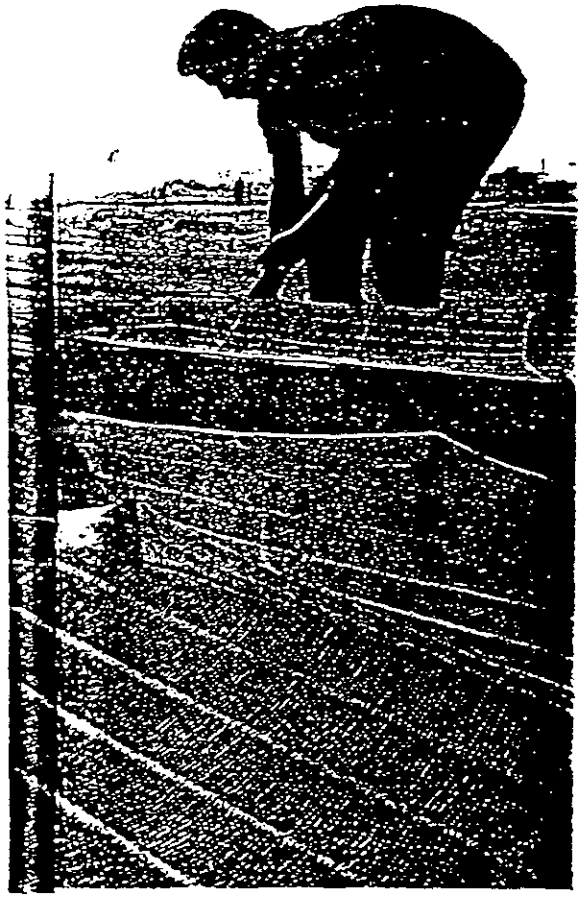
P2259

P2260

Prólogo

Don especial a Cuba concedido,
Planta preciosa que jamás lograra
En ninguna región, en ningún clima
La tierra producir, mas, envidia
Do quiera y apetecida, el orbe entero
En mil mares de reinos diferentes
Cual tributario corre a estas arenas
En pos del fruto de mayor valía

Narciso de Foxa



Cohiba, sonora y clara voz de los indios araguacos, nombre y concepto aborigen asociado al placer y el embrujo de la Solanácea, al rito de la magia del brujo de la tribu y a la medicina verde ancestral de los taínos

Los marinos de las carabelas castellanas bajo el mando del nauta Cristóbal Colón, se impresionaron al recorrer la tierra del cacicazgo de Maniabón, en la boscosa región oriental de Cuba, cuando hallaron los dos cristianos por el camino mucha gente que atravesaba a sus pueblos, mujeres y hombres con un tizón en las manos, yerbas para tomar sus sahumerios que acostumbraban, *según testimonio en su Diario el mismísimo Almirante de la Mar Océano.*

Los europeos habían descubierto, en aquel año de 1492, para sí lo que los indios de América conocían y usaban desde milenios atrás: el tabaco!

Qué lejos estaba de la mente de los marinos de Cristóbal Colón que la hoja deliciosa y aromática se extendería por todo el orbe y cambiaría la economía de los más poderosos países del Viejo Mundo, no obstante las iniciales prohibiciones de las reales cédulas de reyes, de los ukases de zares, de las anatemas de pontífices romanos y las órdenes de sultanes del imperio arábigo

(...)el soldado español vaya a la guerra
(...)derrotará al calmuco y al cosaco,
si no le faltan pólvora y tabaco
(Bretón de los Herreros)

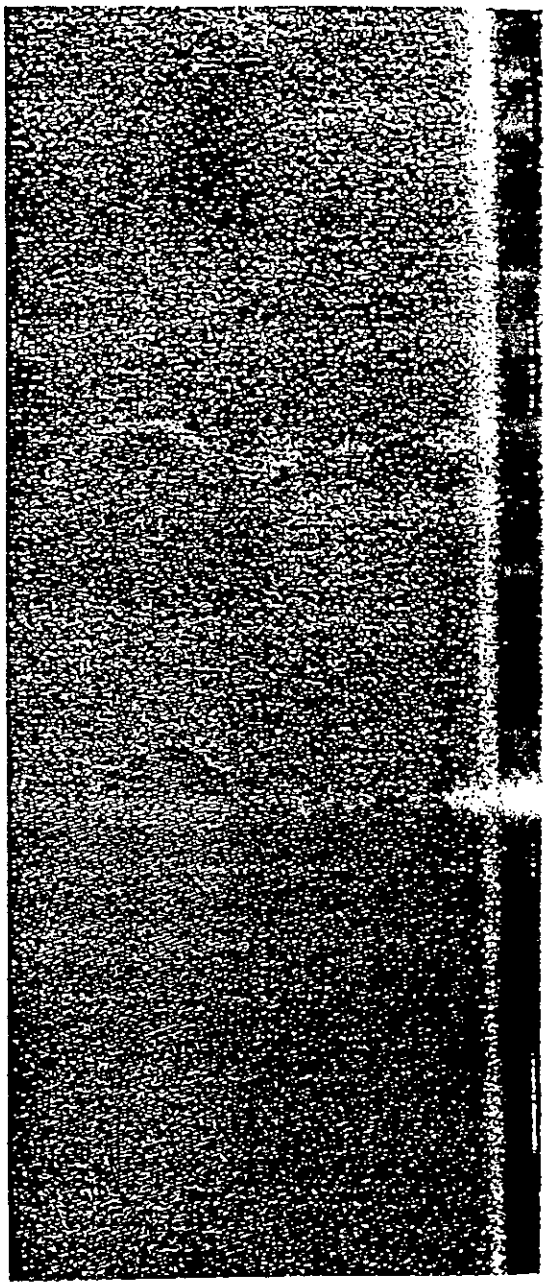
Otro bardo criollísimo, Manuel Justo Rubalcaba canto a la universalidad del Habano:

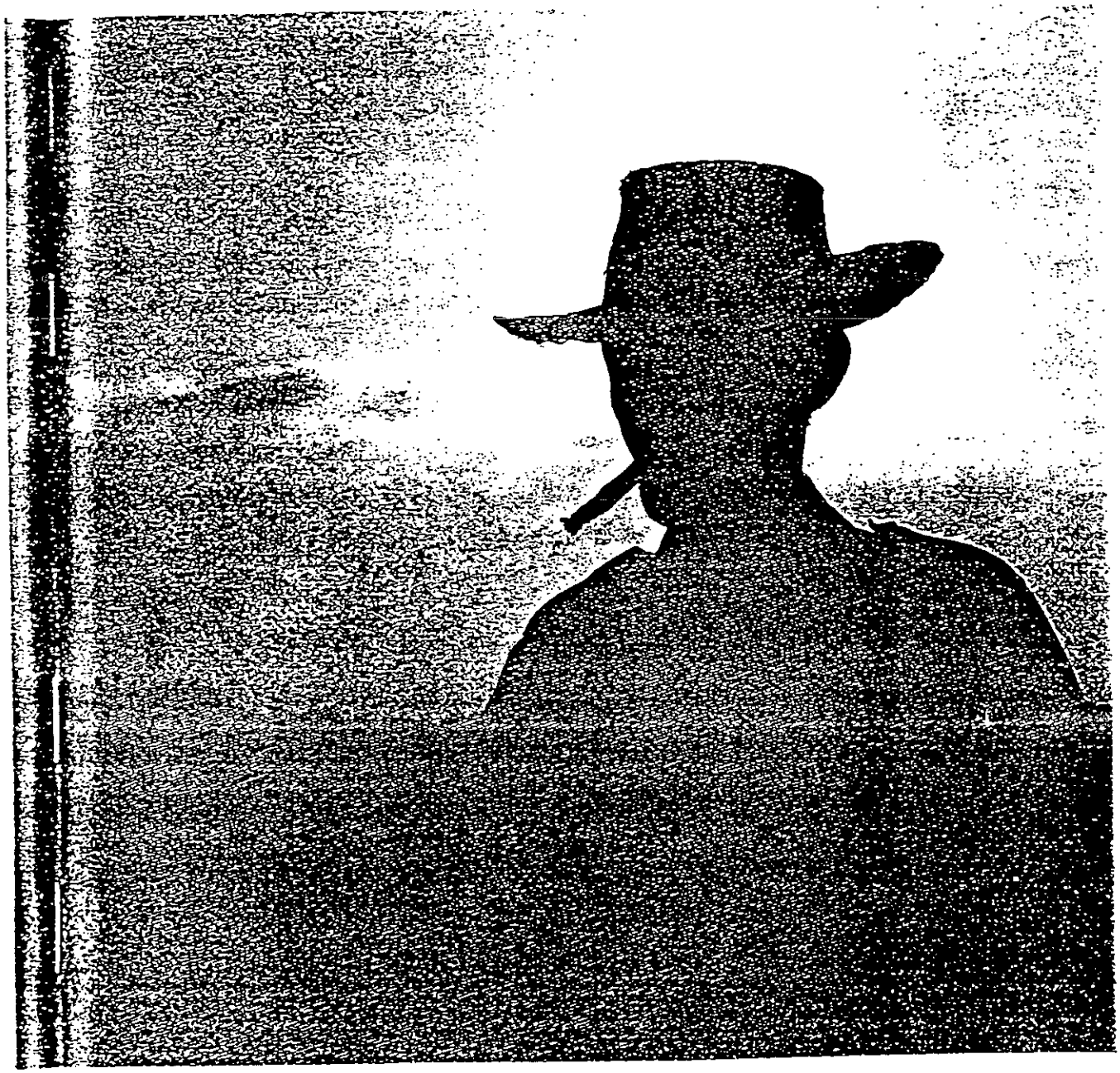
Tanto gusta en la Iberia
como en la segregada Lusitania:
en la Nueva Hesperia,
felicita y alegra
al chino, al blanco y a la gente negra.

Sobre las voces indocubanas tabaco y cohiba, es Fray Bartolomé de las Casas quien en su libro Historia de las Indias, *escribe:*

Estos mosquetes *(el tizón)* llaman ellos *(los indios)* tabaco, *pero algo diferente opina el cronista Fernández de Oviedo al afirmar que el aparato que usaban los aborígenes para inhalar* llaman los indios tabaco, e no a hierva o sueño que les toma, *aunque en otra parte de su obra escribe que los aborígenes llamaban lo mismo al inhalador que al* manojo de tabacos, *por lo que es de suponer que cohiba y tabaco pudieran ser dos plantas diferentes; además es bueno recordar que cohiba, además de un aparato inhalador era un rito y un polvo alucinógeno tal vez mezclado con tabaco.*

La industria del tabaco se hace arte no sólo en la vitola, que de generación en generación es embellecido en su oscuro cuerpo, y que del rabo de cochino *pasa a la* perilla *de forma redondeada; de su fuste desnudo pasa a ser anillado con bella cinta; del manojo envuelto en papel se le deposita en un hermoso estuche de cedro aromático que se recubre con vistosas litografías multicolores donde brilla el oro, y junto a todos estos engalanamientos, la historia da especial connotación al tabaco por las luchas de sus artífices por crear una conciencia nacional. Al estanco o monopolio implantado por el Rey, que frenaba el desarrollo a las fuerzas productivas, había que abolirlo y por esto se rebelaron los aguerridos vegueros de Vuelta Abajo.*





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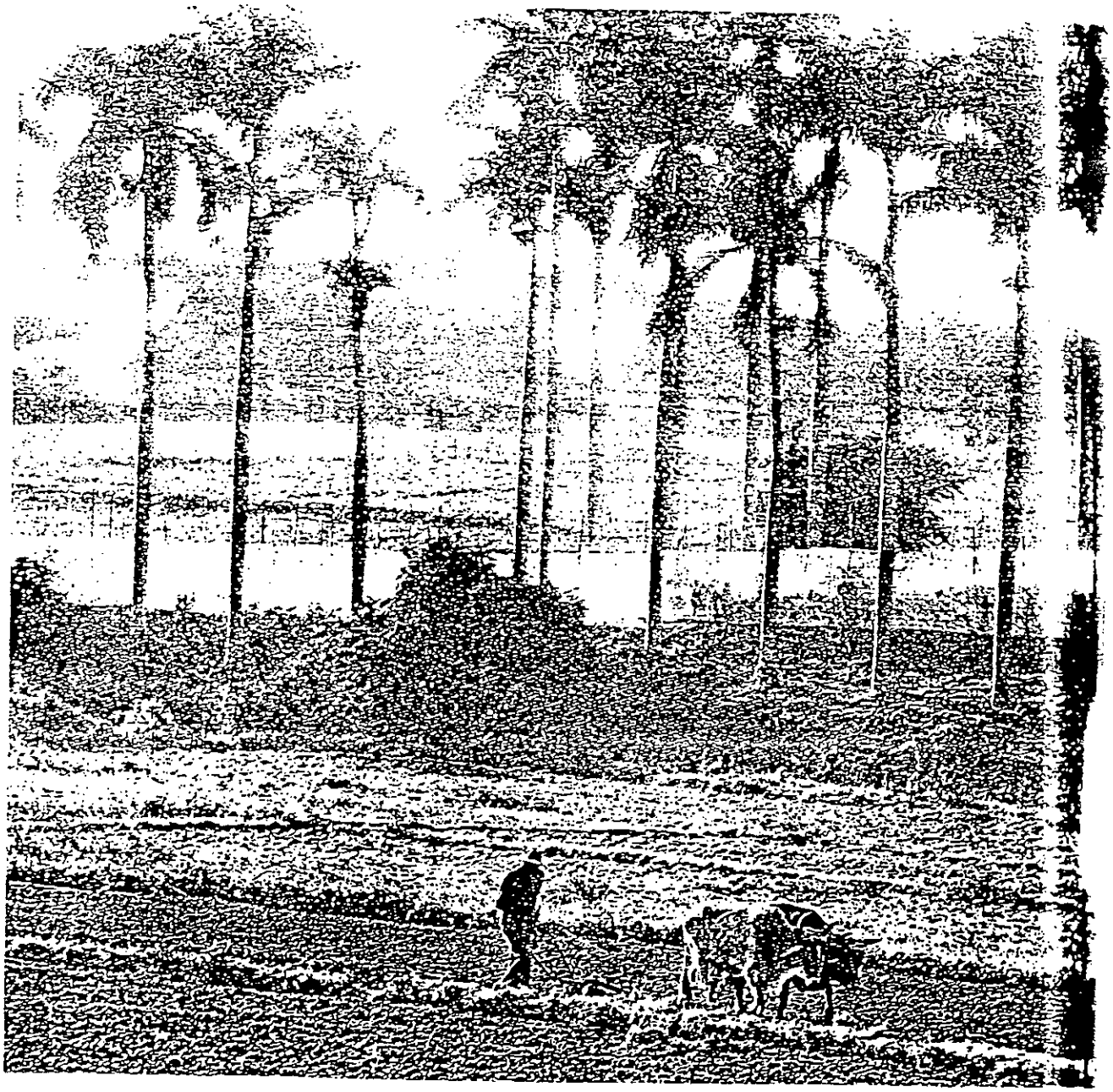

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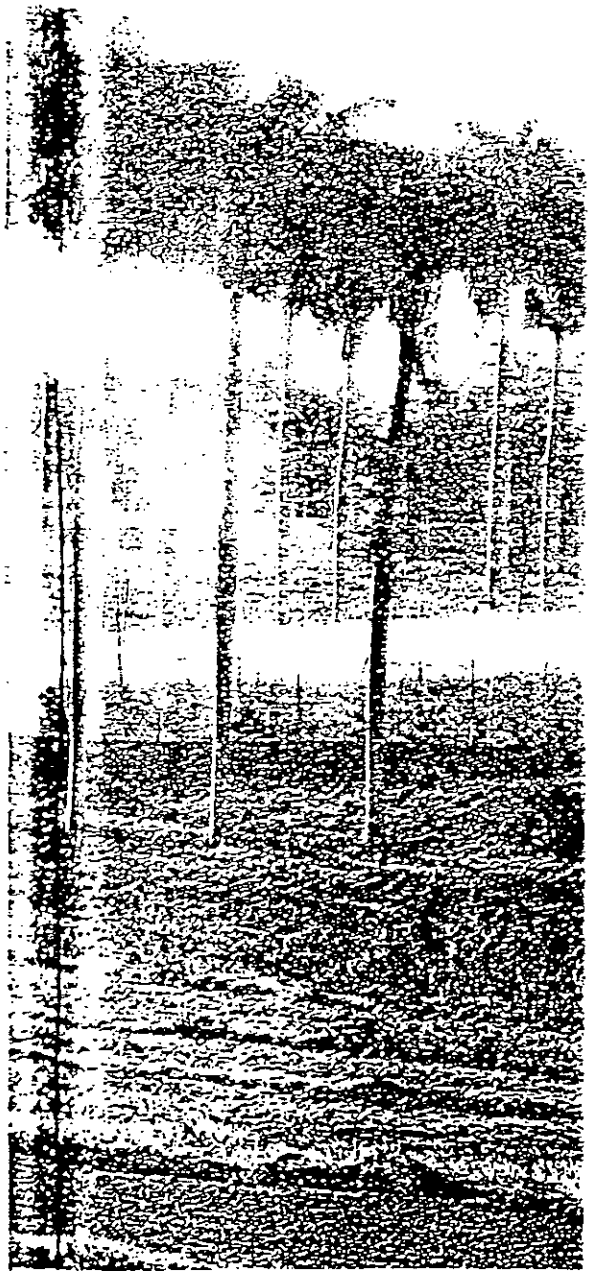


También en la cultura nacional es importante destacar la institución del lector de tabaquería.

La incesante evolución del tabaco y de sus vitolas y marcas, desde el tizón visto originalmente en Maniabón por Luis de Torres y Rodríguez de Xerez, se convierte, cinco siglos después, en la marca COHIBA: *la más lujosa y la de más calidad. De esta secular creación trata este libro que HABANOS S.A., pone en manos de los lectores. Por sus páginas conocemos de la génesis de la obra maestra de la industria tabacalera de Cuba, donde se cruzan y recruzan personas salidas de las entrañas más populares: Eduardo Rivera, el creador; Bienvenido Pérez Salazar* (Chicho), *quien lo colocó en manos del Héroe del Moncada; Celia, quien le da nombre propio a la nueva marca, y Fidel, el Comandante en Jefe, que puso su poder en hacer posible la fábrica y la exaltación del COHIBA a los planos más altos, típico producto que honra al obrero de la tierra que produce el mejor tabaco del mundo.*

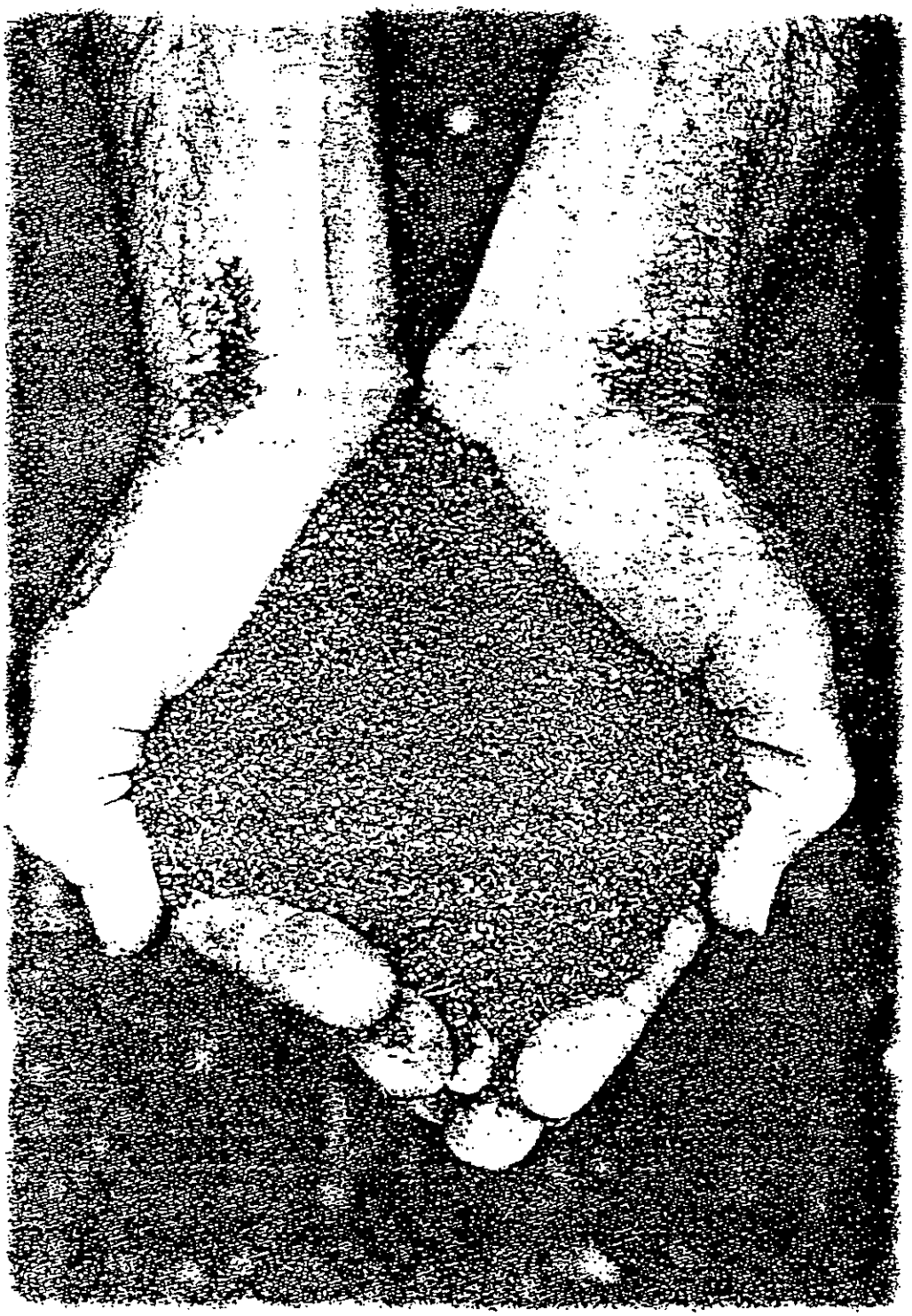
Este libro de singular interés para la historia del tabaco se debe a la pluma y al talento de Adargelio Garrido de la Grana, nacido en Cárdenas, provincia de Matanzas, en 1958. Es un genuino producto de la Revolución socialista de Cuba; graduado de abogado en la Facultad de Derecho de la Universidad de La Habana en el año 1982, se ha especializado en Derecho de Propiedad Industrial. Actualmente es Secretario General de la Corporación HABANOS S.A.

Invitamos ahora al lector a caminar por los senderos de la obra de Garrido y ante el misterio siempre subyugante del Habano, recitemos con el poeta Palacio:

Si es invento de bellaco
O de príncipe, no sé.
Pero buen invento fue
El invento del tabaco

La Habana, 9 de enero de 1997 — *ANTONIO NUÑEZ JIMENEZ*

P2265



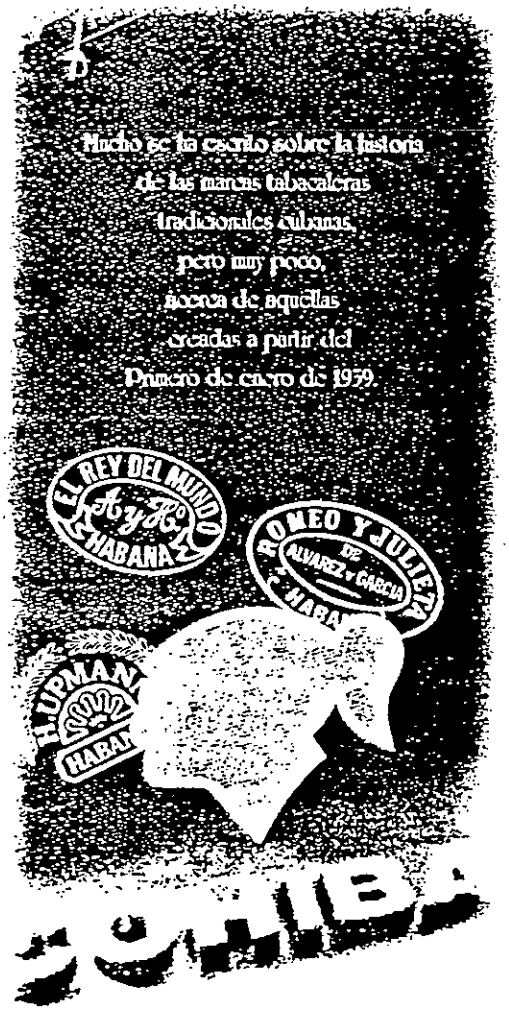
P2266

Motivación

P2267

P2268

Motivación



La fascinante encomienda de proteger y defender las marcas tabacaleras cubanas nos brindó el privilegio de conocer sus historias, hurgar en el pasado, buscar hechos, argumentos, pruebas que, en determinado momento, hemos podido esgrimir en defensa de su originalidad y su pertenencia a esta Isla, la misma que inundó con su esplendor todos los sentidos del Almirante genovés, quien sin pestañar la nombró *la tierra más hermosa que ojos humanos vieron*.

Esta misión nos permitió descubrir y disfrutar el inigualable mundo de sus fábricas, diseños y otros detalles que conforman la identidad de cada una de ellas.

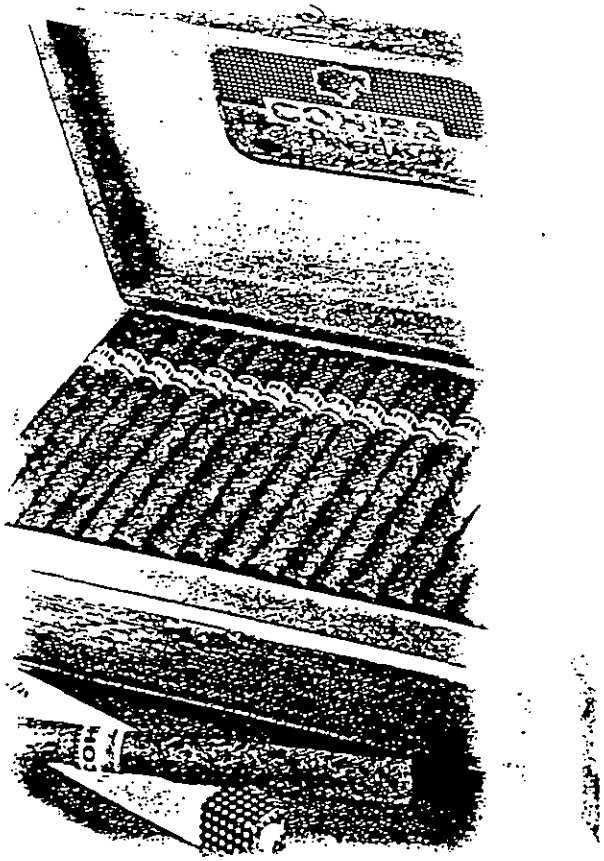
Tras una exhaustiva investigación llegamos a la conclusión de que mucho se ha escrito sobre la historia de las marcas tabacaleras tradicionales cubanas, pero muy poco acerca de aquellas creadas a partir del 1.º de enero de 1959, cuando Cuba ingresa en una nueva etapa de profundas transformaciones económicas y sociales que, de manera inevitable, también impondrán un sello renovador en el mundo de los habanos.

Tal vez esta aparente paradoja se deba a que en los últimos 30 años muy pocos nombres nuevos intentaron o lograron conquistar el gusto de los consumidores. Más aún, estudios internacionales demuestran que resulta muy difícil y costoso conseguir el reconocimiento de una marca en el mercado, un empeño en el que por lo menos el 20 por ciento de ellas fracasa en el intento.

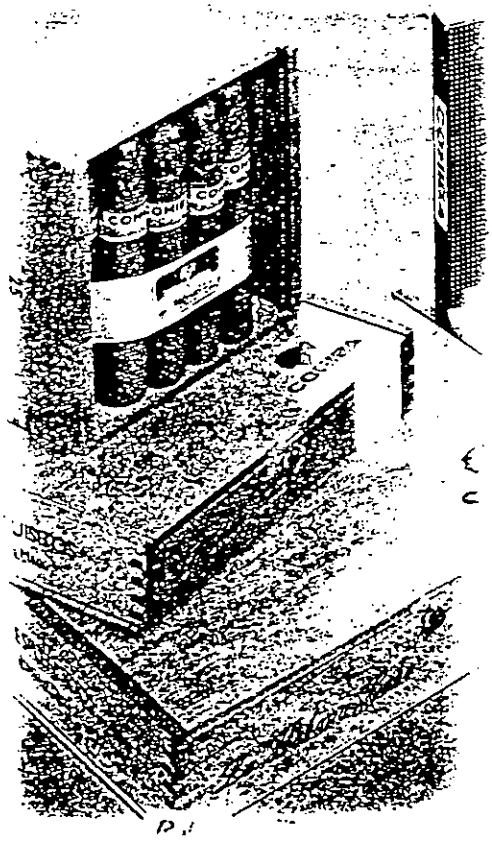
De todas las marcas tabacaleras creadas en Cuba a partir de 1959 muy pocas lograron imponerse en el mercado internacional y convertirse en el orgullo de sus consumidores. La más genuina, la protagonista estelar de nuestros días, que nombra a los habanos más codiciados por los aficionados o conocedores más exigentes, sufre a diario innumerables intentos de piratería y falsificación, con el objetivo de arrancarle las posibilidades que brinda su reconocida notoriedad.

En la búsqueda de todos los medios posibles para protegerla surgió la idea de profundizar en sus orígenes y agrupar toda la información recopilada, motivados además por el hecho de que nunca antes se había escrito en Cuba un texto íntegro sobre la historia de esta marca, que permitiera revelar toda la estrategia diseñada en cada caso y todo el trabajo realizado para engrandecerla y asegurarla a escala internacional.

Un hecho casual permitió que el tabaco creado por un humilde maestro torcedor se convirtiera en inseparable acompañante, durante muchos años, del líder de la Revolución, de acuerdo con la historia reconstruida con la valiosa ayuda de su Jefe de escoltas.



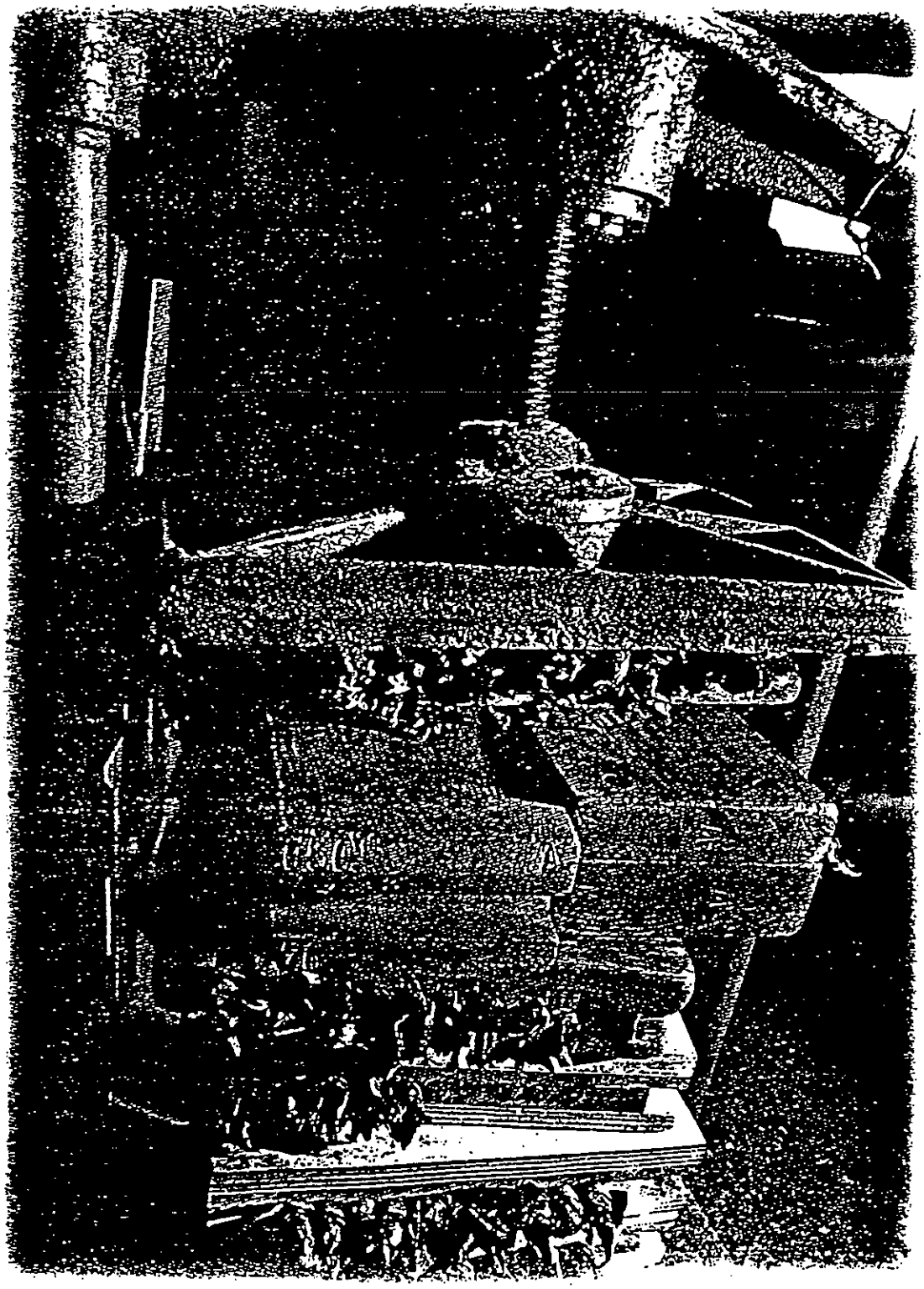
Tras permanecer algunos años como tesoro oculto, fraguándose en un hogar creado expresamente para él, cruza las fronteras cubanas, primero en condición de obsequio de gobierno y después como signo del gusto del más refinado placer de fumar.



Detrás de este tesoro, fruto de la naturaleza cubana y del *savoir faire* de nuestro pueblo, se encuentran hombres y mujeres, agricultores, torcedores, dirigentes y especialistas de la industria tabacalera cubana, así como responsables de las entidades encargadas de su comercialización y estrategas del marketing, quienes durante años se han dedicado a potenciarla y dotarla de una defensa absoluta.

Una última razón motivó a escribir la historia de este producto incomparable, descubrir que en 1996 se cumplían 30 años de su revelación como marca y que en 1997 arribaría a los 15 años de su ingreso al mercado internacional.

En las páginas que siguen tendrán la posibilidad de conocer las interioridades de su surgimiento y desarrollo, así como el esplendor de su incuestionable notoriedad y origen cubano, todo lo cual llegará a ustedes después de una larga investigación realizada en los archivos de Cubatabaco, Habanos S.A., en el Registro de la Propiedad Unificada de la Habana y fundamentalmente a partir de los testimonios de muchas de las personas que han estado vinculadas a diferentes etapas de su vida y que hoy nos permiten revelarles su historia de 30 años.



P2272

Un antecedente casual

P2273

P2274

Un antecedente casual

Esta historia comienza un día del año 1963 que la memoria no logra precisar, en un lugar de la calle 11 del Vedado, en La Habana. Dos de los tres protagonistas coinciden en que fue a principios del año 1963, el tercero podrá ratificarlo o no, al hojear algún día las páginas de este libro.

Atrás quedaban los tensos días de la Crisis de Octubre, la también llamada Crisis de los Misiles de 1962, cuando el mundo estuvo más cerca que nunca antes de una conflagración nuclear que tendría su epicentro en el Caribe. La tarde era realmente bella y la sombra de los árboles invitó a Bienvenido Pérez Salazar, más conocido por *Chicho*, a fumarse uno de los tabacos que le había regalado recientemente su amigo Eduardo. Abrió una de las puertas del auto de su jefe, a quien acompañaba cada día, se sentó y comenzó a contemplar la hermosa figura de aquel aromático habano, sobrio, elegante, tan cercano a la perfección que concibió la idea de obsequiarle uno al Comandante, pues por su antigua experiencia de torcedor lo consideraba digno de un líder. Encendió el tabaco con uno de los pocos fósforos que le quedaban y comenzaron a desfilar por su mente abundantes recuerdos vinculados con esa obra de arte. Tan extasiado se encontraba que sólo reparó en la presencia del Comandante cuando ya estaba dentro del automóvil,

un Oldsmobile de 1960, de los últimos modelos norteamericanos que ingresaron al país antes de la entrada en vigor del bloqueo económico impuesto por John F. Kennedy a principios de 1962.

El exquisito aroma expandido por el puro que sostenía en sus manos el jefe de la escolta inundó el interior del vehículo y atrajo la atención de Fidel Castro, quien sin ocultar su admiración le preguntó qué estaba fumando.

— Ninguna marca en particular, respondió su interlocutor.

— Se trata de unos tabacos hechos por un antiguo amigo, añadió, mientras le extendía una tentadora oferta.

Fidel lo aceptó sin reparo, mordió la perilla típica de la fuma de tabaquero, lo encendió y expiró la delicada bocanada mirando por la ventanilla del auto, que ahora se deslizaba por la Quinta Avenida, de Miramar. Era una tarde realmente hermosa y la sombra de los árboles protegía el paso del vehículo, en cuyo interior su principal ocupante viajaba en silencio.

Después de la segunda bocanada, en señal de absoluta satisfacción, comenzó a interesarse por el creador de aquella caprichosa silueta de aroma incomparable. El mundo entero retenía en esos días la imagen, profusamente difundida por la prensa internacional, del comandante guerrillero de la Sierra Maestra saboreando un anónimo habano. A partir de este momento un nuevo tipo de tabaco, en términos técnicos una nueva vitola aún innombrada, se haría familiar en las manos del gobernante.

Gracias a una de esas casualidades que a diario nos depara la vida, se cumplía el anhelo de *Chicho* de proporcionar al Comandante un tabaco de esas características, a su entender una obra de arte digna de su rango, y comenzó a gestarse el nacimiento de uno de los tesoros más preciados de estos tiempos. Este hecho le permitió al oficial reencontrarse con su origen, remontándole a las primeras décadas de este siglo.

Su padre había sido dueño de una fábrica de tabacos, radicada primero en Bayamo y después en Palma Soriano, en la antigua provincia de Oriente. La tabaquería recibió un nombre muy peculiar para ese tipo de establecimiento, porque a la hora de inscribirla en el Registro de La Habana, todos los propuestos fueron rechazados por diversas razones. Agotado de tanto batallar, le preguntó al registrador.

— ¿Existe alguna con el nombre de Bienvenido?

Al recibir un rotundo No como respuesta, exclamó:

— Pues se llamará Fábrica de Tabacos Bienvenido.

Tal fue su entusiasmo que llegó incluso a utilizar la imagen del niño en la cubierta de los cajones de tabacos.

El mundo entero retenía en esos días la imag[illegible] del Comandante en Jefe Fidel Castro disfrutan[illegible] un anónimo haba[illegible]

P2277

Un joven tabaquero al frente de la escolta de Fidel Castro

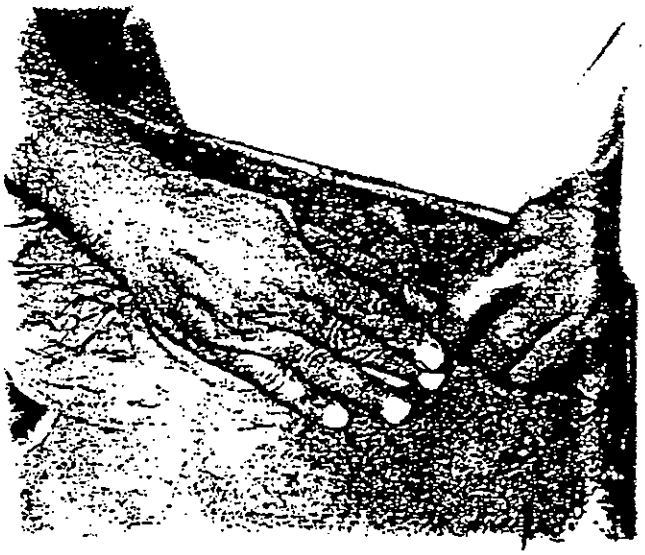
Al igual que muchos jóvenes de su época, lo primero que aprendió *Chicho* para ganarse la vida fue el oficio de tabaquero heredado de su padre, a los 16 años ya era torcedor. Sin embargo, desde muy joven también sintió la necesidad de rebelarse contra las injusticias que rodeaban la vida del trabajador tabacalero, y muy pronto sería considerado, además, un activista sindical revolucionario.

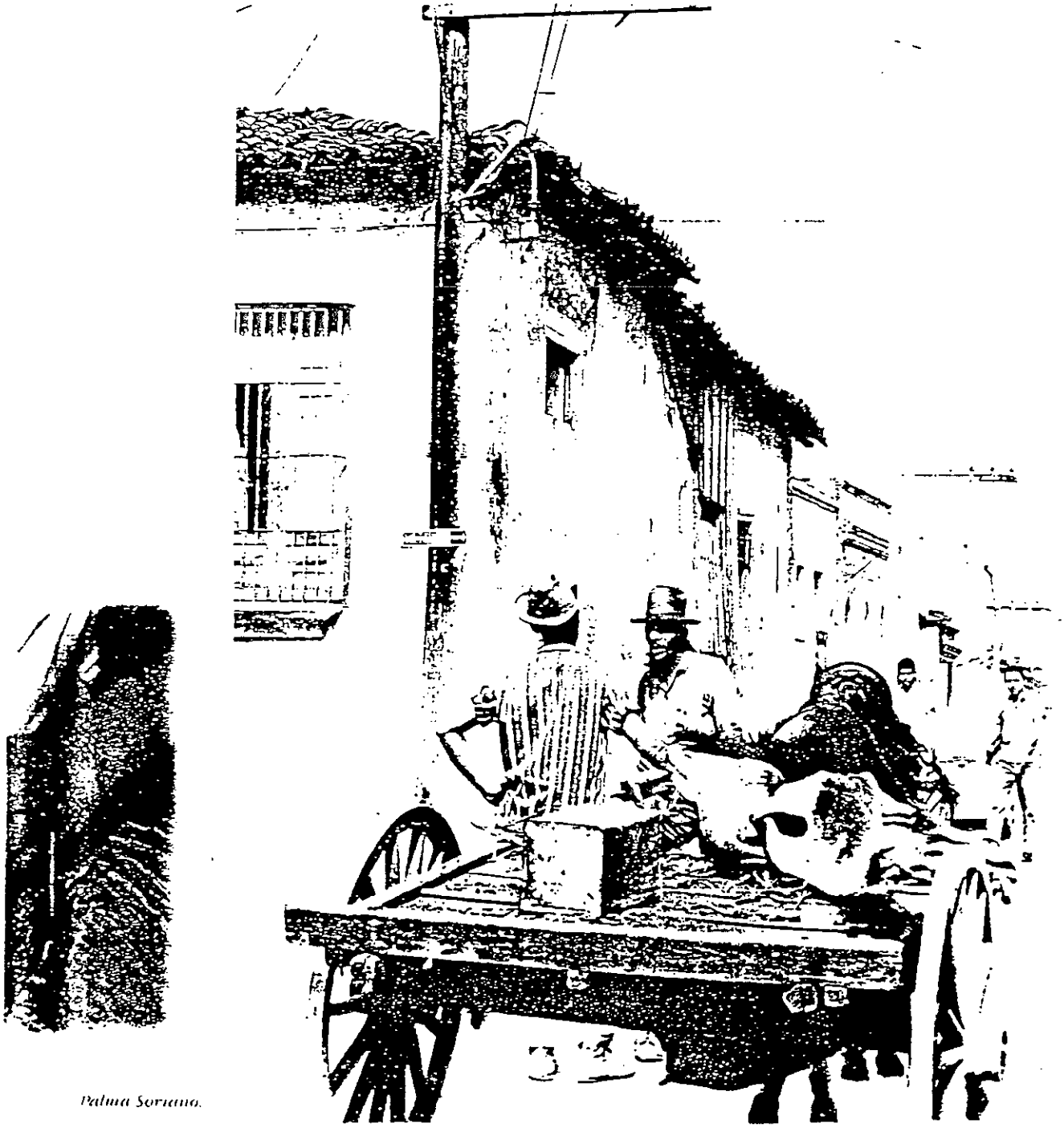
A los 18 años sólo sabía hacer dos cosas: torcer tabacos y luchar por el movimiento obrero. Se marchó de la casa y comenzó a trabajar en la fábrica La Principal, de Julio López, en la localidad de Placetas, en la antigua provincia de Las Villas, en la región central del país. Poco tiempo después se traslada a la fábrica La Cayuca, ubicada en el poblado habanero de Guanabacoa.

Años más tarde regresa a su natal Palma Soriano, debido a la mala situación por la que estaba pasando la industria tabaquera en la Habana, donde continuó trabajando en varios talleres, llamados entonces *chinchales*.

Desde temprana edad, *Chicho* ingresa en el Partido Socialista Popular. En el año 1952, al día siguiente del golpe de Estado del 10 de marzo que da inicio a la dictadura militar de Fulgencio Batista, es apresado y conducido a la cárcel de Boniato, en Santiago de Cuba. Luego de pasar algún tiempo en prisión es liberado, regresa a Palma Soriano, pero pronto deberá volver a la capital del país.

Bienvenido Pérez Salazar, Chicho, recién nombrado Jefe de la escolta de Fidel Castro.





Palma Soriano.

P2279

Al arribar a la ciudad, rápidamente se percata que la única vía de subsistencia estaba en sus propias manos, por lo que después de obtener un préstamo de un usurero de la fábrica H. Upmann, entonces conocidos como garroteros, coloca su primera vidriera (punto de venta) en la calle San José, entre Gervasio y Escobar.

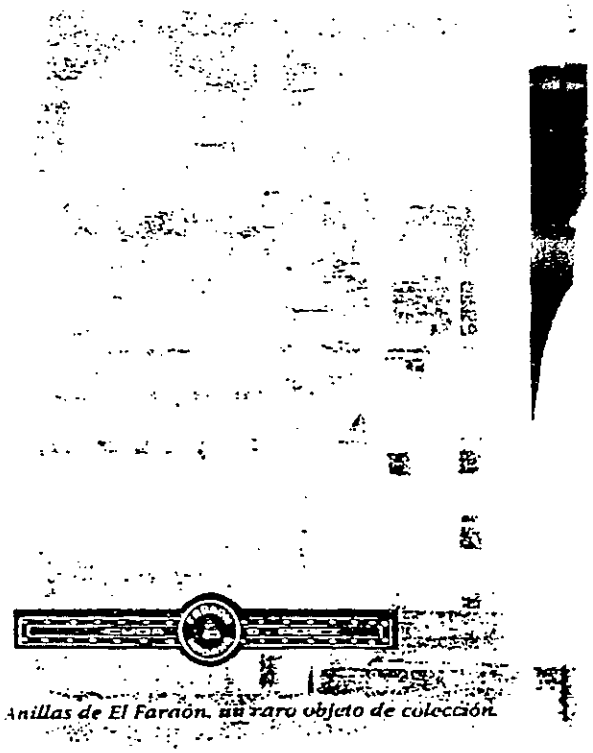
Su clientela aumenta tan rápidamente que a los dos meses puede vender el negocio en 1 000 pesos, con el objetivo de crear otro en un lugar más transitado, específicamente en Gervasio 312 entre Neptuno y San Miguel, al cual denominó Fábrica de Tabacos El Faraón.

Bienvenido aún recuerda que en el rótulo del establecimiento aparecía inscrito el slogan *Del fabricante a sus labios. Especialidad de estuches para regalos.* Riéndose picarescamente, cuenta que en una ocasión fue requerido por los socios de Menéndez García y Cía. por considerar ellos que había utilizado en el diseño de su marca, elementos similares a los de Montecristo, tales como el color negro, la tipografía y la disposición de las letras.

Fabricante y comerciante sagaz, en poco tiempo logra colocar varias vidrieras en la ciudad de La Habana, entre las que se destacaba por su nivel de ventas, la situada frente al Frontón del Jai-Alai, ubicado en una céntrica zona, por aquella época concurrido centro de aficionados y apostadores.

En cumplimiento de una orden del Partido Socialista, con el objetivo de reforzar la

1956. Clientes amigos de Chicho a la entrada de la Fábrica El Faraón.



Anillas de El Faraón, un raro objeto de colección.

posición de esa organización en el ámbito obrero, comienza a trabajar en la fábrica Por Larrañaga, lo cual logra al obtener por oposición, la única plaza lanzada a convocatoria después de varios años sin admitirse a nuevos torcedores.

Esta fábrica, a juicio de los conocedores, contaba en esa época con una experimentada fuerza de trabajo que la hacía distinguirse de las restantes, hasta el punto de ser considerada por muchos como la mejor del país. Ubicada en Carlos III y Árbol Seco, llegó a ser denominada La Universidad. Su producción se caracterizaba, al igual que otras fábricas de la época, por tabacos de gran formato y calidad y la no utilización de moldes de madera.

En esos años *Chicho* coincide en Por Larrañaga con Eduardo Rivera Irizarri — un sobrino político de su primer matrimonio— Heriberto Martín (*Camagüey*), Luis Pérez y José Manuel Gómez (*Gomito*), con quienes volvería a encontrarse mucho tiempo después, y en condiciones muy diferentes, a fin de emprender una misión que consagraría sus nombres como forjadores de una obra maestra.

Además de ser un experimentado torcedor, Eduardo había tenido la posibilidad de conocer allí los secretos de las misteriosas ligadas y de las cualidades de las mejores vegas de Vuelta Abajo y Partido, gracias a la experiencia y consejos de Filiberto Azcuy Molina, accionista y vicepresidente de la sociedad sobre quien descansaba la vida de la fábrica en aquella época.

Ya en esos tiempos, Eduardo había creado para su fuma un alargado y fino tabaco de ligada única y aire elegante, que constituía el confidente de sus noches de juventud.

Ambos trabajaron en Por Larrañaga hasta la derrota de la dictadura de Fulgencio Batista (Presidente de la República) el 31 de diciembre de 1958. Los cambios operados en el país y la dinámica creada por la Revolución, hicieron que abandonaran las chavetas en algún rincón del edificio ubicado en la céntrica Avenida de Carlos III, para pasar a emprender otras tareas muy ajenas a sus oficios.

En poco tiempo Chicho logra colocar varias vidrieras en La Habana. En El Faraón atiende personalmente a sus clientes.

Eduardo se incorporó al Ejército Rebelde y posteriormente, al Ministerio del Interior (MININT) y *Chicho* dado su historial revolucionario, fue nombrado Jefe de la escolta del líder de la Revolución Cubana. A partir de ese momento comenzó un riguroso entrenamiento que no abandonó hasta el último día que ocupó esa función. Una nueva etapa se abrió en la vida de este hombre nacido en Palma Soriano la cual le otorgó la satisfacción de preservar la integridad física de uno de los líderes más notorios de este siglo precisamente en un período en el que estuvo sometido a varios intentos de atentado.

Eduardo Rivera Irizarry cuando integraba el Ministerio del Interior

P2282

Fidel Castro seguido de su ayudante, Alfredo Gamonal (fallecido) y de Chicho el Jefe de la escolta

P2283

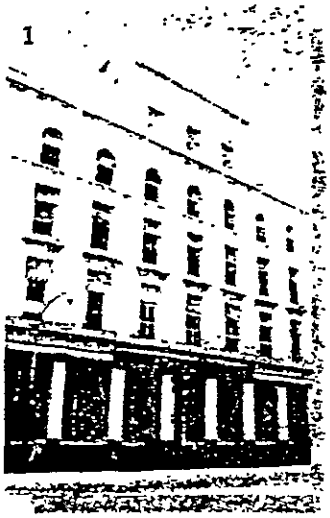
La fuma de Eduardo, el creador

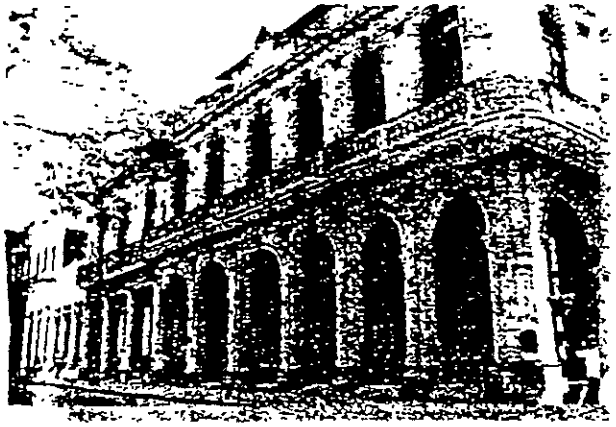
Eduardo también dio sus primeros pasos en Palma Soriano y entró en contacto con el mundo del tabaco a los trece años en el *chinchal* que tenía el padre de *Chicho* en aquella localidad oriental pero no fue hasta los quince años cuando realmente se hizo tabaquero esta vez en el taller que tenía su amigo en La Habana denominado El Faraón Allí aprendió con *Chicho Camagüey* y otros experimentados torcedores con quienes en el futuro volvería a protagonizar días de verdadera euforia juvenil en la búsqueda de la ligada perfecta

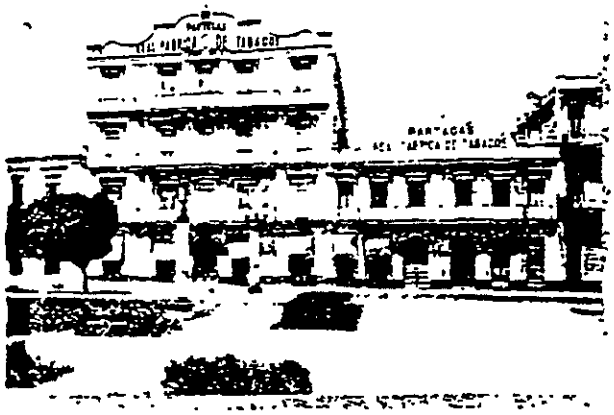
A diferencia de Eduardo joven inquieto revoltoso siempre pensando como cambiar el orden de la vida *Camagüey* era un hombre muy sereno ecuánime de principios excepcionales Un verdadero caballero recuerda Eduardo y, sobre todo un experto tabaquero que tenía el don de distinguir rápidamente si una persona podía llegar o no a ser un buen torcedor

La experiencia adquirida le permitió al igual que *Chicho* en su momento conquistar una plaza por oposición en Por Larrañaga y como parte de su actividad política dentro de la fábrica un día se vio instando a los trabajadores a participar en la Huelga del 9 de abril de 1958 un heroico y frustrado episodio protagonizado por el movimiento obrero con el que se intentó derrocar la tiranía batistiana

Eduardo Rivera creador de la ligada perfecta que conquistaría la corona de los habanos







Al cabo de tres años de actividad militar en un agitado período de la vida del país en el que se habían sucedido numerosas movilizaciones, como aquel famoso acuartelamiento a raíz de las elecciones de 1960 en Estados Unidos y hasta la toma de posesión de Kennedy, la invasión de Playa Girón en abril de 1961 y luego la crisis de los cohetes en octubre de 1962, Eduardo sintió llegado el momento de volver al vapor y la chaveta.

Pasada la Crisis de Octubre se desmovilizó del MINIT y comenzó a trabajar en la Fábrica de Tabacos La Corona, instalada en un edificio construido a principios del siglo XX especialmente para este fin y que dadas sus características de estructura de hierro y concreto, compuesta de cuatro pisos, constituyó el primero de su tipo en Cuba. Gozaba de una envidiable situación cerca del Paseo del Prado y del puerto de La Habana, posición que mejoró aún más al construirse enfrente el Palacio Presidencial.

En La Corona, Eduardo recobró en breve su destreza de torcedor experto, lo que comprobó al disfrutar de nuevo entre sus manos aquel puro que cuatro años antes constituía el placer de su descanso nocturno.

1 Fábrica La Corona

2 Fábrica Don Lariñaga

3 Fábrica Partagás

En una muestra de alegria por su retorno al mundo del tabaco, Eduardo salió un día en busca de su viejo amigo *Chicho*, a quien hacia algun tiempo no veía, y decidió regalarle un mazo de tabacos de su fuma Sin mayores formalidades se los entregó envueltos en papel de cartucho (estraza), seguro de que lo valioso era el contenido

Nunca podría imaginar Eduardo que esa sería la causa del llamado por los altavoces de la fábrica, uno de los primeros meses del nuevo año

— El compañero Eduardo Rivera por favor, el compañero Eduardo Rivera, lo solicitan en la recepcion, reitero la voz anonima

Dejó su chaveta sobre el vapor (mesa del torcedor) se incorporó y después de sacudirse el delantal bajo rapidamente las escaleras Al llegar a la recepción un compañero vestido de verde olivo que lo estaba esperando le dijo practicamente al oído

— Somos de la Escolta del Comandante y tenemos la instruccion de que nos acompañe

Aunque extrañado Eduardo no titubeó y entusiasmado inició el paso hacia el auto parqueado a la entrada de la fábrica

Cual sería su sorpresa al llegar a su destino y encontrarse a *Chicho* diciendole en señal de saludo

— Estaban buenos los tabacos Tan buenos que te mandé a buscar para que me hicieras algunos mas

No fue hasta después de algún tiempo y de haber entregado gran cantidad de tabacos similares a los de su fuma que le fue revelado su destinatario Hasta entonces desconoció el honor y la responsabilidad que le habian confendo

Cuenta Eduardo que comenzó a torcer el honorable encargo en la fábrica La Corona, fuera de su horario de trabajo, pero con el tiempo, debido a los comentarios relacionados con su trabajo extra y con las visitas de la Escolta del Comandante, por razones de seguridad, unas veces los hacía en la fábrica Partagás y otras en su propia casa, sobre todo cuando eran solicitados con urgencia

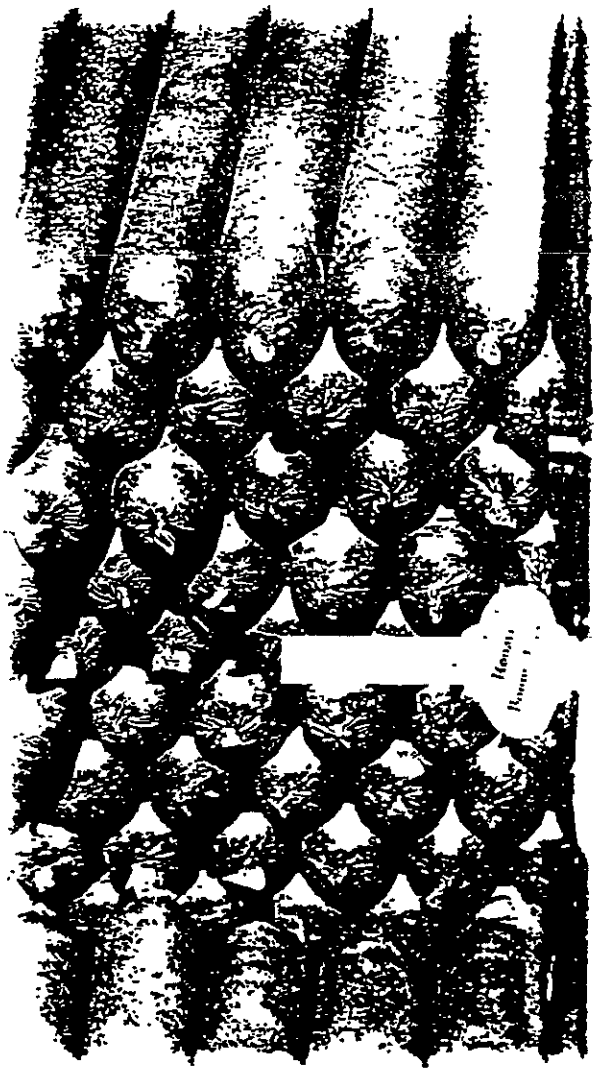
Pasaron los días y poco a poco los tabacos del Comandante pasaron a ser de la preferencia de otros dirigentes de la Revolucion como Ernesto Che Guevara quien en reiteradas ocasiones manifesto que Nunca antes en su vida había fumado nada mejor Recuerda Eduardo con orgullo que en una de sus ultimas fotos en Cuba el Che aparece fumando uno de esos tabacos de los cuales tambien se le enviaron algunos cuando se encontraba en Bolivia como guerrillero

Ernesto Che Guevara

P2287

El aprecio por la calidad y elegancia de la hermosa vitola crecía de tal modo que comenzó a ofrecerse como obsequio de gobierno, lo cual propició que el innominado y exquisito producto de silueta estilizada, traspasara las fronteras del país y comenzara a viajar por mares y cielos de este mundo, transmitiendo secreta y misteriosamente su incomparable virtud

Hoy en un álbum de la fábrica, se conservan las anillas de los puros enviados, entre otras personalidades al Rey Juan Carlos de España, a los ex presidentes Luis Echeverría, de México, Juan Velasco Alvarado de Perú, Omar Torrijos, de Panamá, Josep Broz Tito, de Yugoslavia, Houari Boumedienne, de Argelia, así como Gamal Abdel Nasser de Egipto



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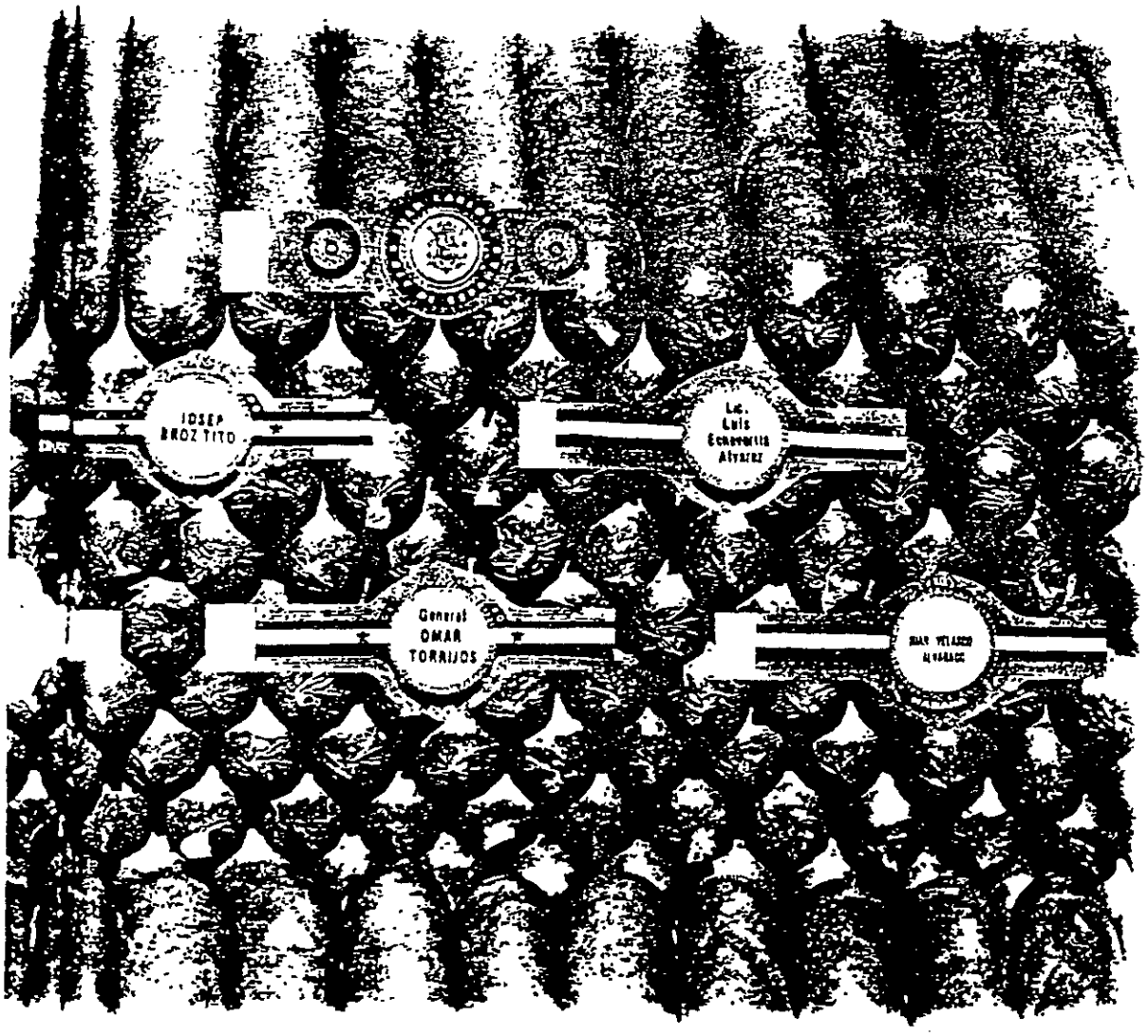
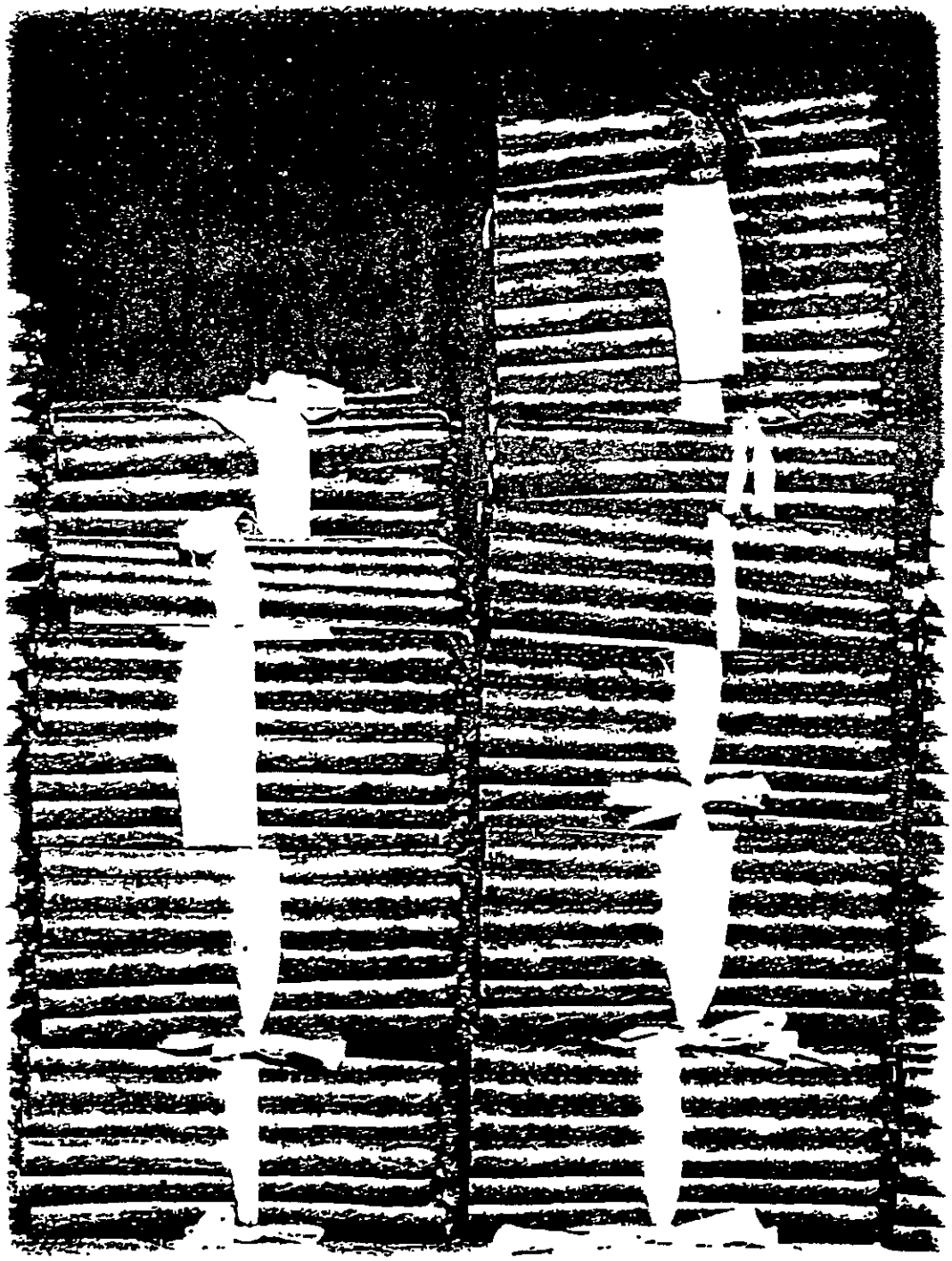
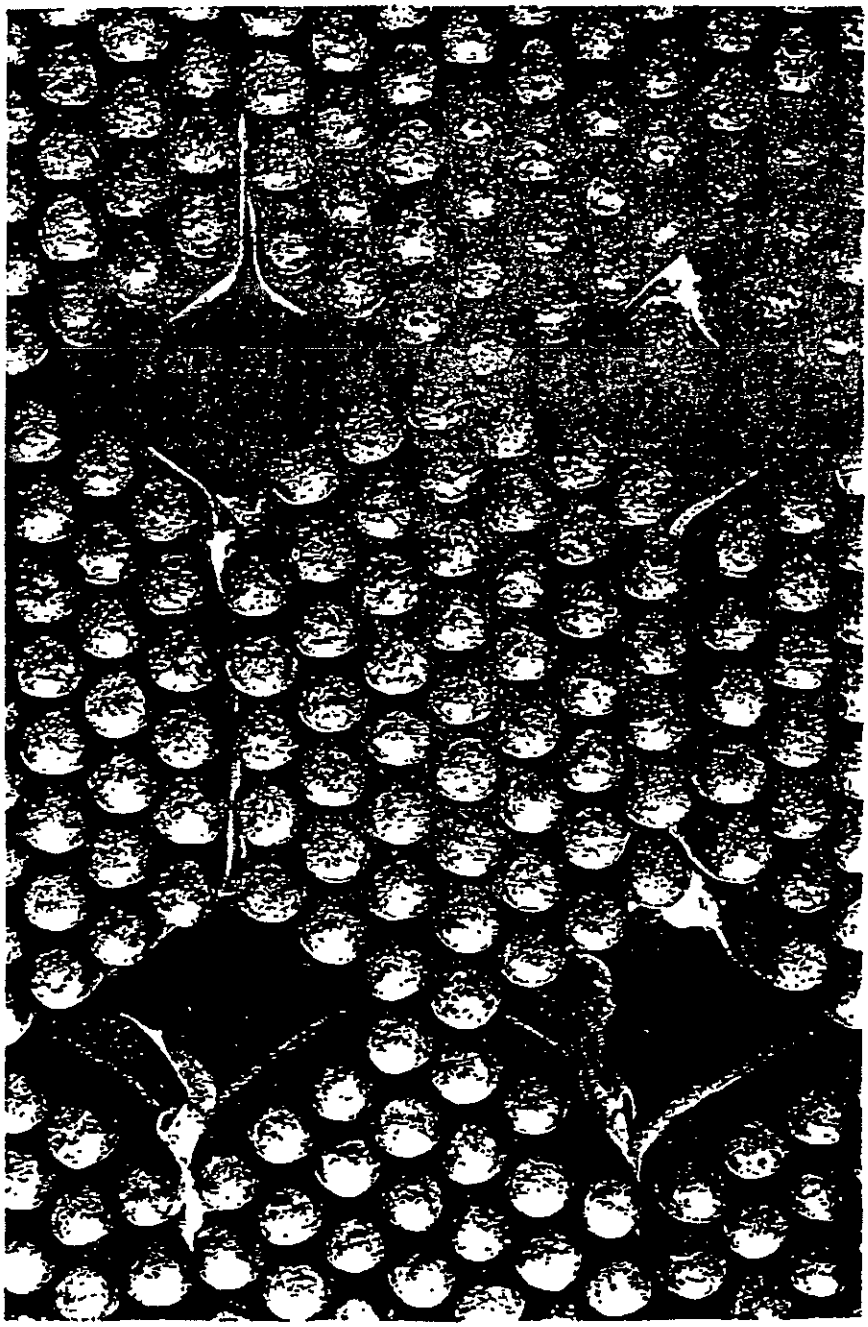

JOSEP
BROZ TITO
Lic.
Luis
Echeverría
Álvarez
General
OMAR
TORRIJOS

P2289



P2290

Un sueño hecho realidad
P2291



P2292

Un sueño hecho realidad

En una de las ultimas tardes del año 1964, acostado en una hamaca el líder de la Revolucion cubana acariciaba una de sus más brillantes ideas. Mientras tanto el aroma de su tabaco se expandía atrevidamente por todos lados en la misma medida que se convertía en su mejor interlocutor. Cerca de el su jefe de escolta se iba haciendo partícipe de su pensamiento sin que tuviera la mas mínima idea de ello.

Fidel rompio el silencio que le propiciaba el disfrute de su habano con una inesperada pregunta.

—*Chicho* ¿existen mujeres torcedoras?
—Muy pocas Comandante.
—¿Que tiempo demora formar un torcedor?
—Aproximadamente un año.
—¿Cuanto cuesta eso?
—No tengo la menor idea Comandante.

El lider de la Revolucion medito unos segundos con el disfrute de su nueva bocanada y a segundas le manifesto a su interlocutor la idea de encargarle la creacion de una Escuela para Torcedoras. Quizas por ser el jefe el antiguo tabaquero de Palma

P2293

P2294

Soriano era uno de los pocos miembros de la escolta de Fidel que aun restaba sin tareas especiales asignadas a su cargo. Antes había encargado a cada uno de ellos otras tareas: incrementar la produccion de huevos, desarrollar la pesca, y ahora tocaba el turno a *Chicho*.

En su opinión, dos fueron las motivaciones de esa idea: primero, el hecho de que la mujer no podía estar ajena al arte de torcer tabacos y, segundo, que podía constituir una nueva fuente de empleo. Para llevar a cabo ese placentero empeño, *Chicho* escogio a Eduardo y luego ambos decidieron incorporar a Heriberto Martin (*Caniaguey*), considerado por el primero uno de los mejores torcedores de aquella epoca.

A partir de ese momento comenzo un arduo trabajo con el objetivo de crear el Plan Especial de la Escuela para Torcedoras. Se localizan vapores en un lugar, sillas en otro, chavetas, moldes, barriles para la fermentacion y, por supuesto, el local donde radicaria la escuela.

La casa inicial se encontraba en el antiguo Reparto Residencial Country Club, hoy Cubanacan, en la calle 150 entre 21 y 21A. Se escogio ese lugar por razones de seguridad y por encontrarse dentro de la zona en que se desarrolla gran parte de la actividad protocolar del gobierno cubano, conocida como El Laguito.

Una de las primeras casas donde radicó la fábrica

Todo comenzó como algo muy secreto, en el segundo semestre del año 1965. Además de Eduardo y *Camaguey*, se incorporaron al grupo dos maestros torcedores, José Manuel Gomez (*Gomito*), Luis Pérez y un técnico en tabaco nombrado Manuel Barrial. A ellos se unieron cuatro mujeres que hoy cuentan con el orgullo de haber sido las fundadoras de aquel proyecto: Josefina Hernandez y Margarita Delgado, quienes se incorporaron el 19 de octubre de 1965, así como Nelida Hernandez y Maria Cristina Oviedo, las cuales se sumaron seis días mas tarde, todas familiares de los escoltas del Comandante.

Segun Margarita, el 19 de octubre fueron recogidas Josefina y ella en sus casas por un compañero del cual sólo recuerda su nombre, Miguel. A las 8.30 a.m. las estaban esperando en la casa de 150 entre 21 y 21A, Eduardo, *Camaguey*, *Gomito*, Luis y Manuel Barrial.

Fue una epoca muy bella en mi vida, aprendimos de todo, o casi todo del tabaco. Nos enseñaron a conocer la ligada para no tener problemas a la hora del torcido, incluso hacíamos otras labores, como la limpieza del local. Yo por ejemplo tuve la responsabilidad durante mucho tiempo de elaborar los alimentos para nuestro almuerzo. Realmente eramos un colectivo muy unido."

Este aguerrido grupo no escapó al nuevo modo de trabajar incorporado por la Revolución Cubana. Hacían guardias nocturnas cada tres días y organizaban trabajos voluntarios, tanto en las areas aledañas a la fabrica como en el campo. En 1966 se sumaron a un llamado para laborar en la agricultura durante cuarenta y cinco días en la Isla de la Juventud.

Jose Manuel Gomez (Gomito)

Camaguey, Eduardo y otros compañeros en labores agricolas

P2296

Muy pocos tenían acceso a esa formidable obra que se iba gestando poco a poco transmitir a las féminas la tradición que el hombre había adquirido de generación en generación Una vez más la mujer cubana demostraba su inconfundible presencia en la vida nacional Estas cuatro que constituyeron el primer paso del experimento fueron sometidas a un riguroso entrenamiento que comprendió desde el despalillo hasta el torcido

Pasaron un primer mes observando el trabajo de sus maestros y después comenzaron a adentrarse solas en el curioso mundo del empalme y torcido de las hojas del tabaco Todos los días, al finalizar la jornada sus tabacos eran sometidos a la degustación de los cuatro expertos Eduardo *Camaguey*, *Gomito* y Luis, los que evaluaban el progreso de cada una

El sistema de aprendizaje recuerda Nelida comenzaba con el Laguito No 1 Las compañeras que no se destacaban en la producción de esta vitola pasaban a las restantes y si tampoco resultaban en estas se destinaban a otros procesos como el despalillo o el anillado' Las iniciadoras de este empeño no se imaginaban que estaban creando algo absoluto e inigualable que en pocos años reinaría en la cumbre del mercado tabacalero mundial Josefina nos comenta que una de las primeras ocasiones en que sus tabacos traspasaron las fronteras cubanas de forma anónima fue cuando se envió un estuche al mandatario francés Charles De Gaulle como obsequio de Fidel con motivo de las bestias por fin de año en 1965

Josefina Hernandez

Margarita Delgado

Nelida Hernandez

Maria Cristina Oviedo

P2297

Dos fueron los objetivos fundamentales de ese colectivo, transmitir a las intrepidas aluminas el *savoir faire* de sus inigualables maestros y lograr la ligada insuperable, capaz de subyugar a cualquier persona sensible al placer de fumar Lo primero se lograba rápidamente, pues no existe obra alguna que se resista al encanto de la mujer máxime si cuenta con el apoyo y el aliento de verdaderos creadores de obras de arte

Muchas del grupo lograron convertirse en maestras de nuevas aprendices, como es el caso de Josefina considerada al entender de algunos la mejor alumna En una ocasión que se esperaba la visita de Fidel a la fábrica fue seleccionada para hacerle una demostracion de todo lo aprendido Recuerda que estaba muy nerviosa Despues de un rato de angustiosa espera el visitante resulto ser *Chicho* quien pregunto como podia torcer con uñas largas Eduardo, que estaba a su lado le contestó que desde un inicio le habia manifestado la misma preocupacion y que despues de mucho insistir la dejo por incorregible porque le demostro que no rompia ninguna capa

De aquellas entusiastas manos fueron surgiendo los estilizados tabacos (en un futuro denominados Laguito No 1) que habian causado la admiracion del lider de la Revolucion Cubana y el apego a su peculiar aroma

P2298

P2299

LEYENDA
Cabañas
Palma
Candelaria
San Cristóbal
Los Palacios
Viñales
Minas de Matahambre
Consolación del Sur
PINAR DEL RÍO
San Juan y Martínez
San Luis
Guane
VEGAS

P2300

Para lograrlo, Eduardo hizo gala de toda la experiencia adquirida de Azcuy en la fábrica Por Larrañaga. Se trasladó a donde la mano de la naturaleza puso toda su magia y encanto, en lo que a tabaco se refiere, y fue allí donde seleccionó tabacos procedentes de las vegas finas El Corojo, La Perla de Llevada, La Fe, Cuchillas de Barbacoa, Santa Damiana, todas de Vuelta Abajo, y otras de la zona de Partido.

La zona de Vuelta Abajo comprende casi toda la provincia de Pinar del Río, excepto su parte meridional, ocupada por la llamada Semivuelta. La denominada zona de Partido abarca los municipios de San Antonio de los Baños, Güira de Melena y Alquízar, en la provincia de La Habana. Según los expertos, en ella se cultiva tabaco tapado, al igual que en los municipios pinareños de San Juan y Martínez y San Luis. Esa cubierta de tela permite obtener hojas más claras y de más fina textura, con las que se fabrican tabacos de lujo para la exportación.

Después de incansables días degustando innumerables combinaciones creadas con mezclas de tabacos procedentes de dichas fincas, Eduardo y su colectivo llegaron a la ligada deseada, a la ligada perfecta.

En realidad sería fantástico publicar aquella fórmula mágica, pero por razones obvias, como suele ocurrir a los maestros culinarios con sus mejores platos, se trata de un secreto profesional.

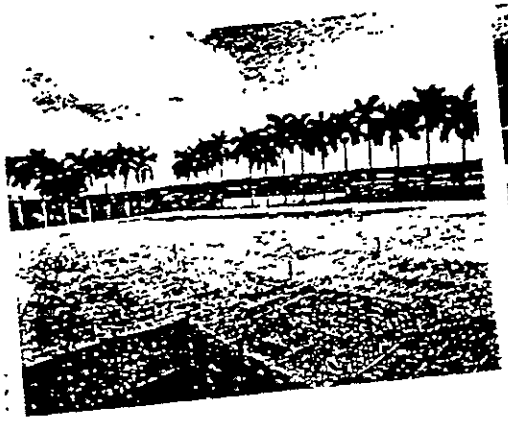
Según Eduardo, sólo restaba someterla a una nueva fermentación, para de esta forma eliminar alquitranes y lograr una mayor suavidad. Es por ello que fue guardada en barriles, con la mayor delicadeza y cuidado posible, durante el tiempo que él estimó pertinente, a fin de que en el interior de los mismos se fuera creando el intercambio recíproco de las cualidades de cada uno de los tipos de tabacos que componían la ligada

Otro de los objetivos fundamentales de aquel primado grupo estuvo en mantener la homogeneidad de la ligada, lo que resulta tan importante para el tabaco como para el perfume mantener la misma fragancia, por lo que dada la poca experiencia de las mujeres, se introdujo el sistema de ligado conocido como "barajita", consistente en revisar todas las hojas para lograr una correcta selección de las que la integraran

Unos meses despues se amplió a dieciocho el grupo de mujeres Al año habian adquirido una experiencia tal que ningún fumador podía resistirse ante el placentero producto creado por las torcedoras No obstante, aún les quedaba un largo camino por transitar hasta lograr la perfección total

En 1966 se mudaron para una casa aledaña y fue en ese momento que la Federación de Mujeres Cubanas (FMC) lanzo una convocatoria, a partir de la cual se incorporaron a la escuela unas cien mujeres.

El tesoro oculto creado por ellas, además de deleitar a Fidel y a otros dirigentes del gobierno cubano devino obsequio especial para altas personalidades, continuándose así a gran escala el camino emprendido dos años antes por Eduardo Rivera Irizarri De esa forma, después de un año de incansable trabajo, un sueño se hacía realidad



1 *La Perla*

2 *El Corojo*

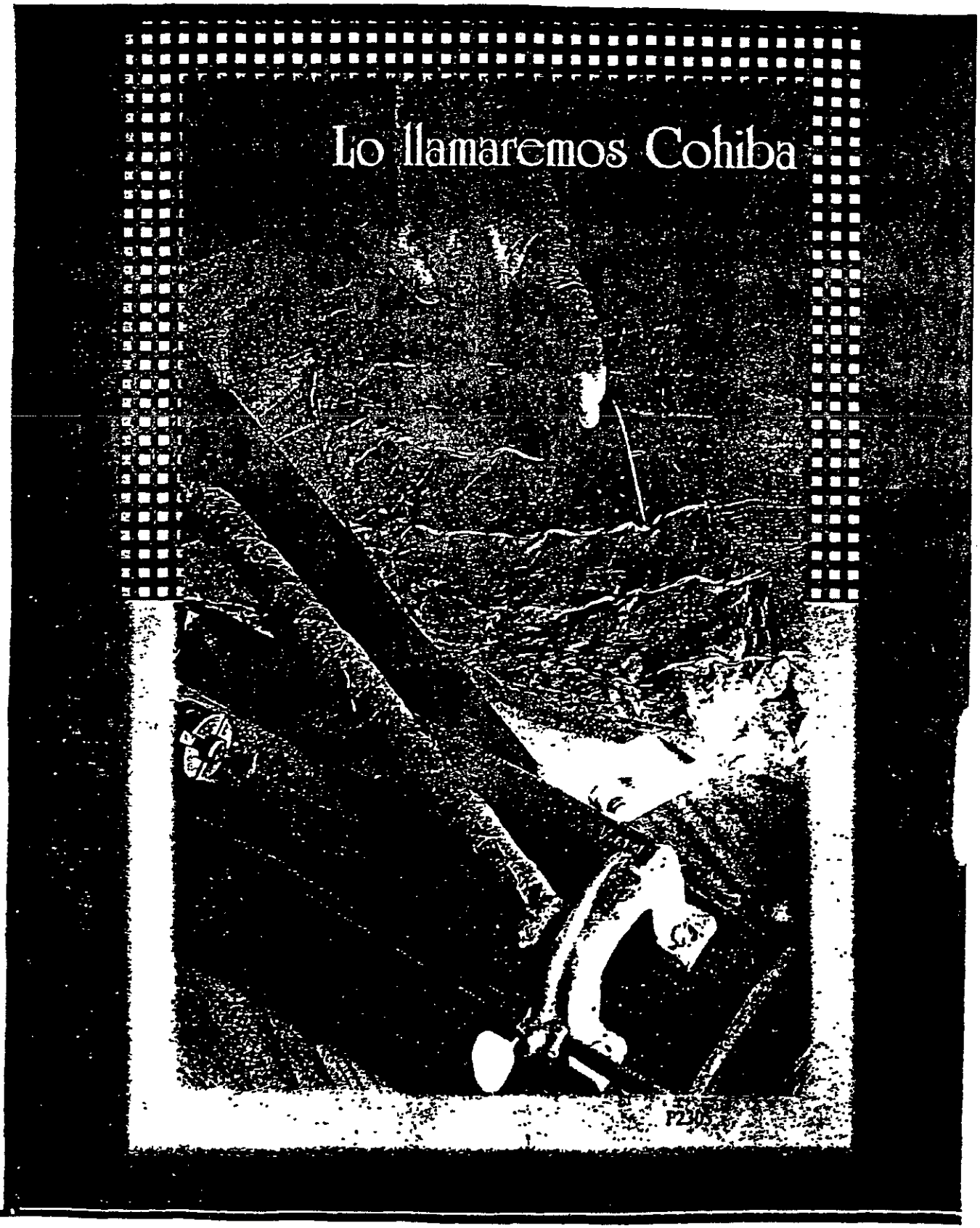
3 *Santa Damiana*

4 *Cuchillas de Barbacoa*

5 *Partido*

P2303

P2304


Lo llamaremos Cohiba
P230

P2306

Lo llamaremos Cohiba

Aquella virtual joya innominada requería de un nombre. El reconocimiento de la calidad de los tabacos que fumaba y obsequiaba Fidel Castro se expandía como pólvora por todo el mundo La necesidad de denominarlos de alguna forma se tornaba inaplazable

Ya el Jefe de escoltas de Fidel hacía tiempo que venía pensando en un nombre para esta obra maestra. Su origen tabaquero y sus dotes de antiguo comerciante lo inclinaban a buscar una nominación apropiada a su figura y a las cualidades, incluso de obsequio gubernamental, de representación nacional Muchos fueron los posibles apelativos que desfilaron por su mente pero, finalmente, se había decidido por uno que, a su entender, vinculaba las características externas del tabaco a uno de los símbolos patrios.

Ese detalle tampoco escapo del pensamiento de Celia Sánchez Manduley, la destacada combatiente de la guerrilla de la Sierra Maestra que devino principal auxiliar de Fidel Castro, tanto en asuntos de gobierno como en aquellos que reclamaban de una esmerada atención o una especial sensibilidad, por solo citar algunas de sus cualidades

P2307

La mano de Celia, a quien hoy todos reconocen en Cuba como *La mas hermosa flor de la Revolucion*, estuvo presente en muchas de las obras creadas por esta gesta, dotándolas siempre de un aire de autenticidad, cubanía y buen gusto y, por supuesto, tambien dejo su huella en ese hermoso proyecto

Como siempre Celia se dio a la tarea de ir a nuestras raices autoctonas para localizar un nombre vinculado a la historia de los primeros pobladores de la Isla, aquellos que salieron al encuentro de Cristobal Colon y sus expedicionarios, a quienes agasajaban obsequiandoles manojos de esas extrañas hojas, tan presentes en todos sus actos y ceremonias

En esa busqueda localizó uno inigualable que respondía al propio origen del tabaco No resulta dificil imaginarse la intima alegria que seguramente experimento al pronunciar sus seis letras cuyo sonido nos remonta de inmediato al paradisiaco universo de los aborigenes cubanos

Todavia *Chicho* deja traslucir su emocion al recordar que, en un encuentro fortuito que tuvo con Celia en uno de los pasillos de sus oficinas de la calle 11, a finales del año 1966 ella le pregunto su criterio sobre el termino mas apropiado para denominar los tabacos

A. Pallos

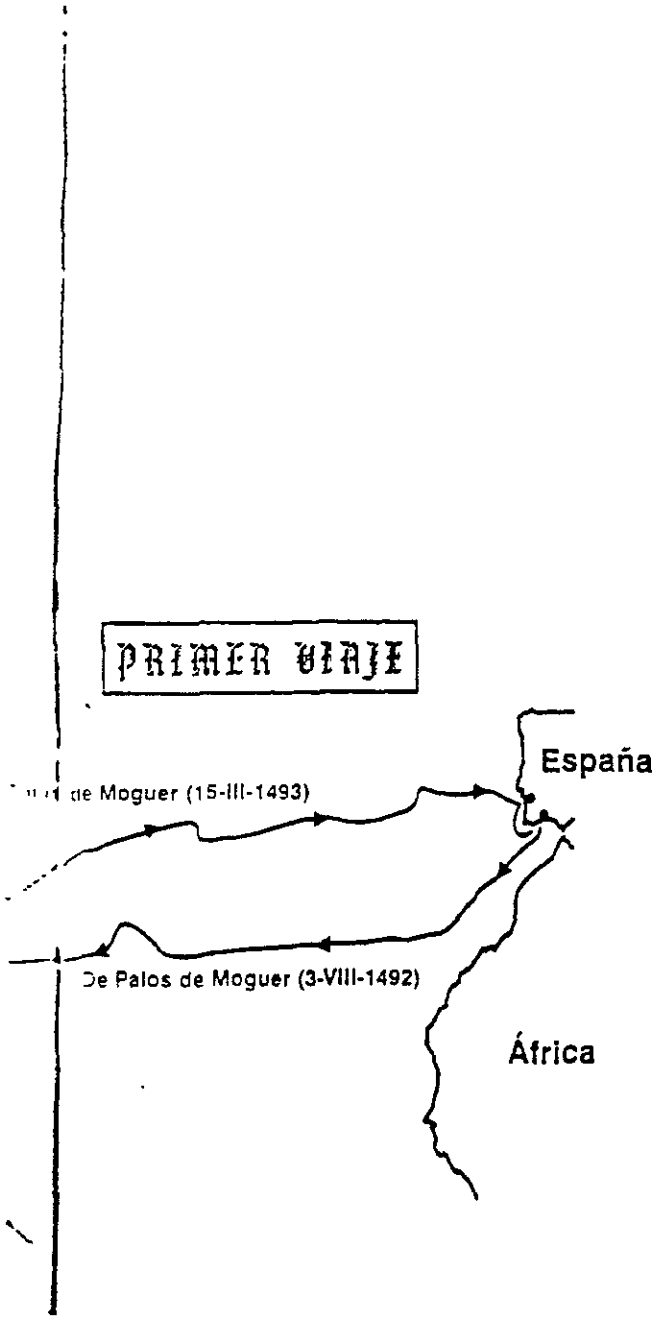
—Yo le pondría Palmas, pues su silueta me recuerda la de una palma real, sugirió el jefe de la escolta del gobernante cubano.

Con una sonrisa en los labios y un convencimiento total, Celia le respondió:

—No. Lo llamaremos COHIBA. Acto seguido le explicó el origen del vocablo.

Un diálogo similar ocurrió un día de ese propio año entre Celia y Eduardo, todo lo cual ratifica que 1966 indica el surgimiento como marca del primer nombre del tabaco.

Todos los fundadores de este hermoso empe[illegible] recuerdan que uno de los últimos días d[illegible] se propio año, ya en la segunda vivienda utilizada como escuela, Eduardo las reunió y les informó la idea de Celia de denominar el fruto de sus jornadas diarias como COHIBA. Al igual que lo hicieron antes *Chicho* y Eduardo, todos se preguntaron por qué ese calificativo.



P2309

El primer nombre del tabaco

Mucho se ha escrito sobre el origen de la voz COHIBA. Sin embargo, todo texto que de una forma u otra aborde la historia de esta marca obligatoriamente debe dedicar algunas cuartillas al origen de esta palabra mágica, siempre inmerso en disímiles y hermosas descripciones, ritos y leyendas.

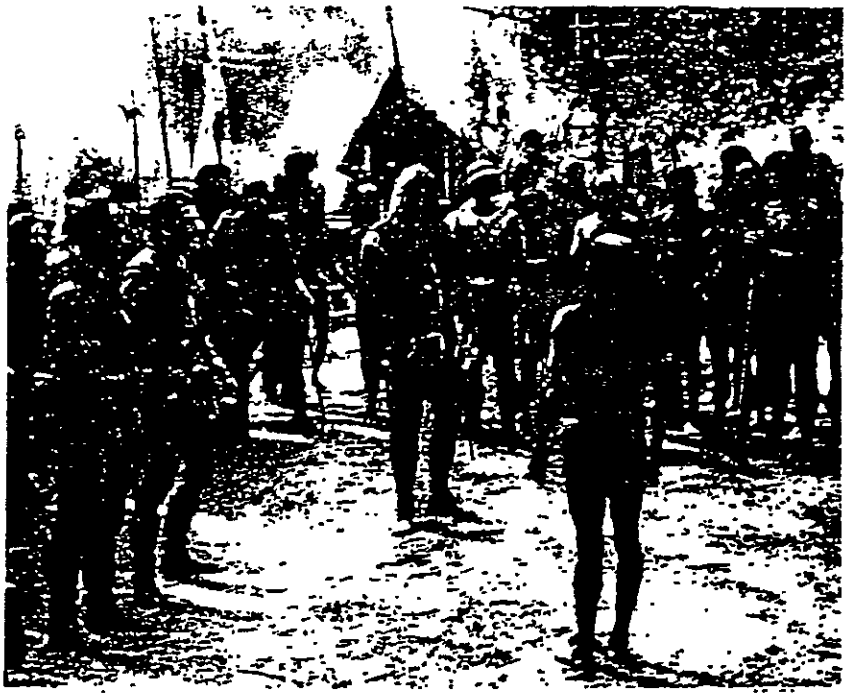
Los criterios más acertados actualmente indican que el tabaco o COHIBA fue descubierto por Rodrigo de Xerez y Luis de Torres. Ambos marinos, de la tripulación del Almirante Cristóbal Colón durante su primera expedición, regresaron con este vocablo en sus labios luego de realizar una exploración en el norte de la antigua provincia de Oriente, por orden del Almirante, quien todavía creía que había llegado al reino del gran Khan.

El nombre del tabaco o COHIBA se identifica por muchos con el de la planta, a la que gran cantidad de cronistas denominaban indistintamente COHIBA, cojiba, cohoba, cojoba o coiba Mientras que, según crónicas de la época, Fray Bartolomé de Las Casas escribió, refiriéndose a la pipa con que los indios absorbían los polvos, " a estos palillos con que tomaban éste uno llamaban tabaco e nom a la yerba o sueño que les cobraba"

Por otra parte, el propio Fray Bartolomé describe que: "Hallaron por el camino mucha gente que atravesaba a su pueblos, mujeres y hombres siempre los hombres con un tizón en las manos(...), que son unas yerbas secas metidas en una cierta hoja seca también á manera de mosquete(..) encendido por una parte de él, por la otra chupan ó sorben ó reciben con el resuello para adentro aquel humo(..) Estos mosquetes o como los llamáremos, llamaban ellos tabaco "

Variados son los criterios sobre el origen de esta voz, lo cierto es que la confusión de los cronistas pudo estar dada, por no haber comprendido el panorama reinante ante sus ojos. Ello lo confirma Don Salvador de Madariaga, en su libro *Vida del muy magnífico señor don Cristóbal Colón*, al describir que "(..) cuando la Naturaleza le ponía oro delante en una forma nueva e inesperada, Colón no lo reconoció y lo dejó seguir devaneciéndose en humo ante sus propios ojos sin darse cuenta de su aroma"

Tal era la idolatría de los taínos (grupo indocubano más desarrollado) por la COHIBA que, llegaron a crear un rito para adorarla, que según Pedro Mártir de Anglería, cronista de las Indias, era descrito de la forma siguiente "Cuando los caciques desean consultar al Cemí acerca de los resultados de alguna guerra, o respecto de las cosechas o de su salud, penetran en el bohío consagrado al dios u absorben por la nariz la COHIBA que así llamaban a la planta que produce enajenamiento del anima" Después de desaparecida " la pasajera locura, cabizbajos y las manos en las rodillas, atónitos permanecen poco tiempo en esa posición y al fin aletargados levantan la cabeza, cual si despertasen de un pesado y



Gérard Depardieu, en el papel de Cristóbal Colón que desempeñó en la película 1492.

P2311

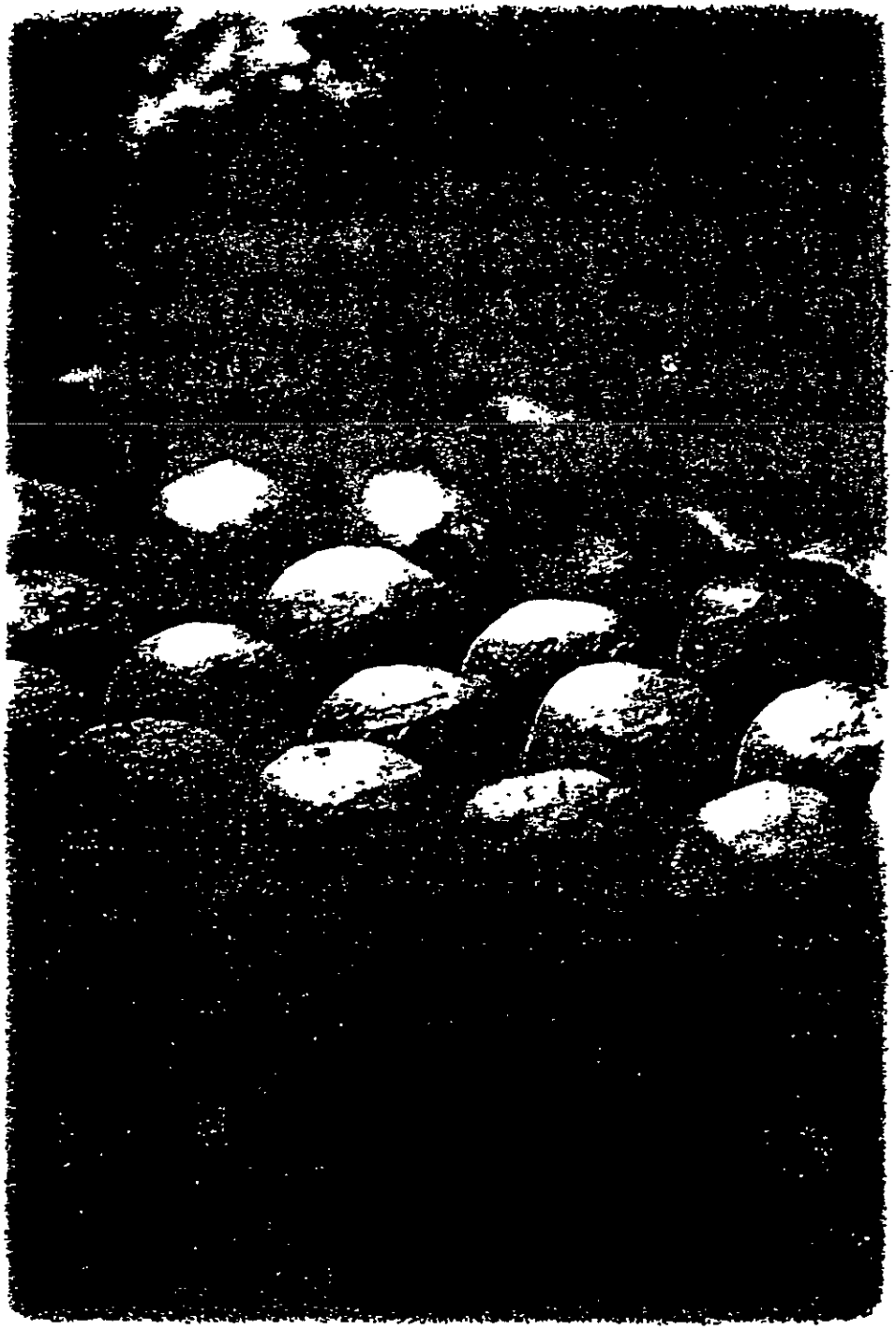
profundo sueño dirigiendo los ojos al cielo cuentan cuanto les ha comunicado el Cemí"

Los polvos de la COHIBA eran preparados triturando sus hojas, en recipientes dedicados a tales fines y, por último, depositados en el platillo colocado sobre la cabeza del Cemí, para ser absorbidos como vehículo capaz de propiciar la comunicación con la divinidad.

La COHIBA llegó incluso a convertirse en una hermosa leyenda de la mitología taína, la cual es citada por Antonio Núñez Jiménez en su libro *El viaje del habano* Según esta, Ayamanaco le echó a Caracaracol en la espalda una mucosidad hecha de COHIBA, en vez del casabe o pan solicitado Al regresar a su casa, " sus hermanos le miraron la espalda y vieron que la tenía muy hinchada, creció tanto aquella hinchazón que estuvo a punto de morir por lo que procuraron cortársela y no pudieron, mas, tomando un hacha de piedra, se la abrieron y salió fuera una tortuga viva, hembra, entonces edificaron una casa y llevaron a ella la tortuga"

El doctor Fernando Ortiz, en su libro *Contrapunteo cubano del tabaco y del azúcar,* establece un paralelo entre esta leyenda y los textos bíblicos, considerándola una especie de mito de Eva naciendo del costado del hombre De esta forma, el símbolo del erotismo y la génesis en la leyenda indoantillana, estaban dados por los polvos de COHIBA y no en la serpiente, los que al penetrar en la carne de Caracaracol engendraron otro ser, es decir, a la hembra o tortuga.

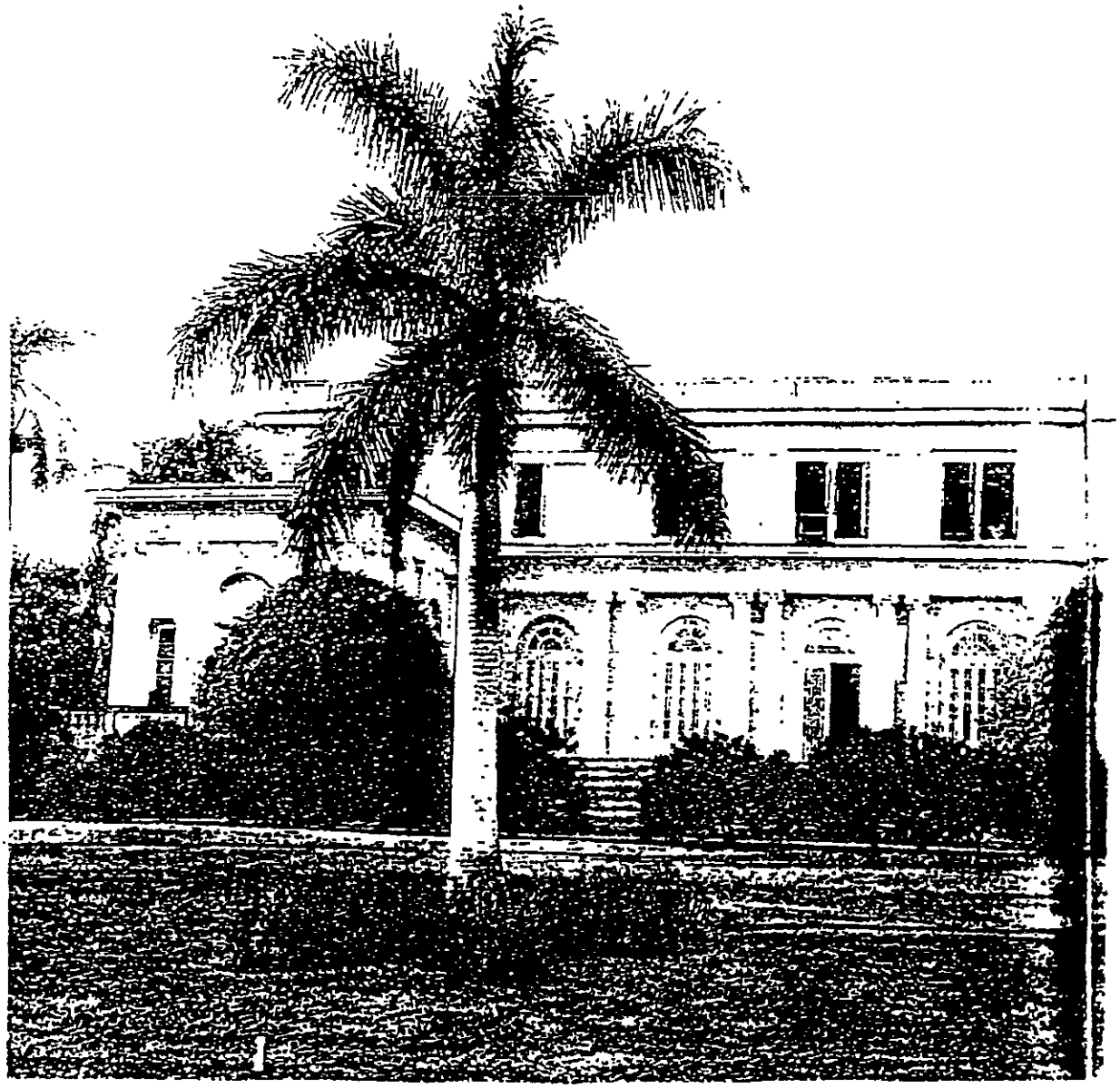
P2313



P2314

¿La Casa de los Misterios?

P2315



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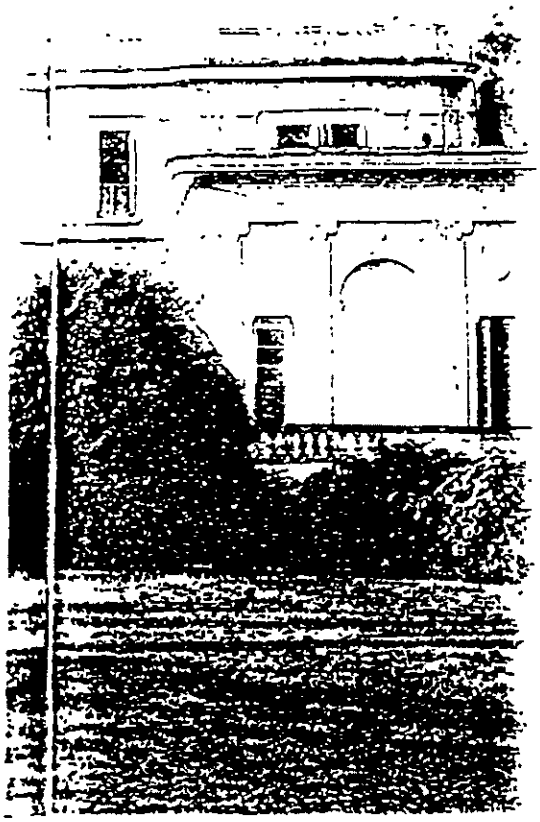
¿La Casa de los Misterios?



En 1967, por resultar pequeño el local que ocupaba hasta ese momento la Escuela de forcedoras, se decidió mudarla para su residencia actual, la cual era denominada por muchos La Casa de La Marina, por haber sido el domicilio de la Marina de Guerra Revolucionaria, durante los primeros años de la Revolución

Algunos relatos han tejido historias fantasticas sobre la llamada Casa de los Misterios y su vinculacion con la familia Carbajal, conocida en sociedad como Los Condes de Pinar del Rio

Lo cierto es que esta bella mansion ubicada en el Gran Bulevar (Ave 146 entre 21A y 23) del Reparto Residencial Country Club (actual Cubanacan) perteneció desde el termino de su construccion hasta poco antes del 1º de enero de 1959, a una de las familias adineradas de la decada de los anos 20 cuyos miembros no se autotitularon Condes ni eran de Pinar del Rio

Nos referimos a la familia Fowler compuesta por el matrimonio formado por Alberto Casimiro Fowler Jimenez y María de los Angeles Cabrera Sanchez subditos britanicos naturales de Cienfuegos y no de Pinar del Rio y los hijos Victoria de los Angeles, (Perla) Raul Alberto Ernesto Rafael y Maria Albertina (Aymee)

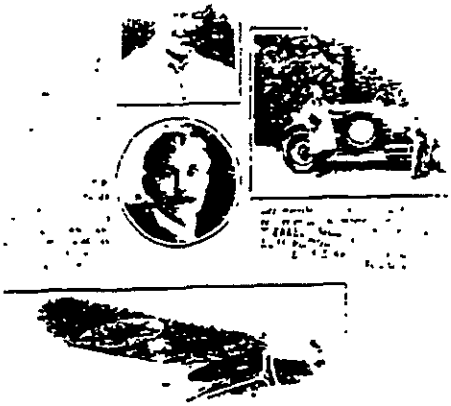
P2317

Algunos miembros de la familia Fowler

El Sr Fowler era hacendado, dueño del ingenio Narcisa en Las Villas (una de las antiguas 6 provincias cubanas) Cuenta una vecina de los Fowler que la familia transitó por una situación económica caótica durante la Segunda Guerra Mundial, la cual mejoró en los años siguientes De todos sus miembros, Perla resultó ser la de mayor vida social e incluso estuvo casada con Raúl Menocal, descendiente del que fuera Presidente de la República de Cuba

La vivienda en construcción y las parcelas colindantes, fueron compradas por los Fowler a la TRUST COMPANY OF CUBA en 1924 sociedad que las adquirió del Sr Eusebio L Azpiazu y Pradera, quien a su vez compró los terrenos a la COUNTRY CLUB PARK INVESTMENT COMPANY y comenzó a construir la residencia

El palacete que surgió desafiante sobre la pequeña colina en la que se encuentra ubicado víctima de la envidia de cuantos lo observaban, sirvió de escenario a múltiples



P2318

actividades sociales en las que no podemos descartar la presencia de los ilustres Condes de Pinar del Río o, incluso, la posibilidad de que se hubieran hospedado allí alguna vez como invitados de honor de la familia Fowler

Después del fallecimiento de Alberto Casimiro Fowler, en 1952 la vivienda quedó desahabitada hasta el año 1957, en que las herederas del señor Fowler la aportaron a una sociedad inmobiliaria para amortizar su participación como accionistas Es muy probable que debido a aquella etapa de olvido y soledad comenzara a ser denominada La Casa de los Misterios

Con independencia de la historia vinculada a esta bella mansión, según criterio del arquitecto cubano Daniel Taboada Esfinella (1931), quien goza de una vasta experiencia de treinta años en la esfera de la restauración, el edificio constituye un espléndido exponente constructivo de las primeras décadas del presente siglo, característico de los variables gustos de la más alta burguesía criolla de ese momento, cuyas dos plantas se destacan por la sobriedad y justas proporciones con que fue resuelta

La antigua mansión de los Fowler actual fábrica de tabacos El Laguito

P2319

La edificacion se levanta sobre un robusto basamento con baranda de balaustres y una amplia escalinata a la gran terraza, en la que se adelantan dos cuerpos laterales de una planta, que por su tratamiento deben haber sido ampliación informal de las actividades de los locales interiores inmediatos de la casona

Existe un dominante eje central que coincide con la entrada de la casa y la salida a los jardines posteriores, enriqueciendo las posibilidades visuales en sentido transversal con la secuencia de los espaciosos salones de recibo comedor, juego y biblioteca, gracias al uso de grandes puertas de corredera

En la parte posterior de la concentrada planta se sitúa la escalera de trazado curvo y elaborada baranda con elementos neoclásicos un tratamiento estilistico que se repite en los interiores caracterizados por el uso de panelados y recuadros en los muros, así como elegantes molduraciones en los techos, mientras que los exteriores como ya observamos, son mas animados dentro del espíritu renacentista frances que impregnó el eclecticismo del proyectista

La jardinería, que incluye un tipica guardarrava de palmas reales, apoya y destaca con su trazado las circulaciones y accesos de la residencia y se complementa con fuentes y estatuas de mármol

Al margen de la identidad de sus propietarios y de todas sus cualidades arquitectonicas, existe un secreto que imprime un sello inigualable a los puros procedentes de esta edificación y que forma parte del misterio que envuelve al COHIBA Tal vez venga dado por el microclima especial existente en ese lugar que facilita en un armonioso empaste la diaria creacion de verdaderas obras maestras, quizas propiciado por la altura los arboles que la rodean y la cercania del rio y el laguito

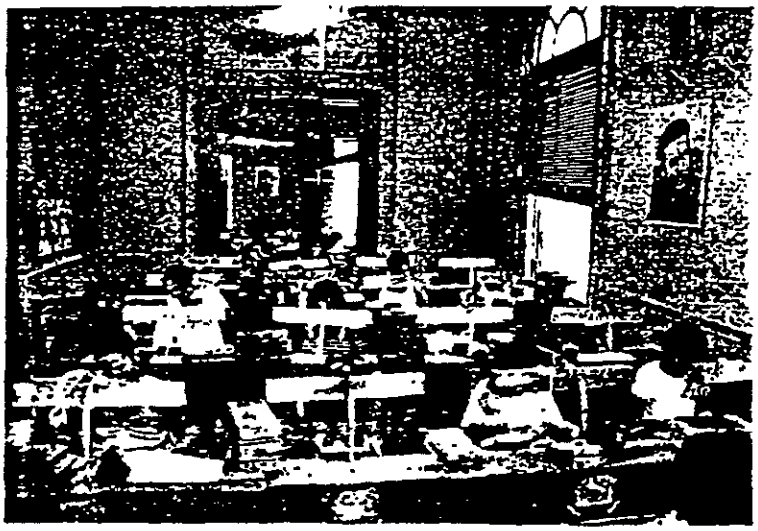
Esta residencia conjuga dentro del eclecticismo de la epoca los codigos historicistas con una gran funcionalidad de los espacios lograndose por su interrelacion un armonioso conjunto

Una residencia convertida en tabaquería

En los espaciosos salones del eje central de la planta baja, que fueron en su momento testigos de las deslumbrantes fiestas de sociedad, hoy se ubican cinco galeras donde los torcedores muestran su arte en señal de autentico recibimiento a los visitantes, teniendo como unicas herramientas el tablero la cuchilla (chaveta), una guillotina un pote de goma vegetal y, fundamentalmente, sus manos Las galeras constituyen el corazon de la fabrica

En esta planta se encuentra, ademas, el local de despacho de la materia prima, en el que se recibe la capa el capote y la ligada de cada una de las vitolas equivalente a una norma diaria de trabajo Los trabajadores que laboran aqui tienen la responsabilidad de mantener la humedad adecuada

Por ultimo, encontramos el área de inspeccion de calidad, donde se controla la producción diaria de las cinco galeras en mazos de 50 unidades Los tabacos que no reunan las condiciones requeridas en cuanto al tamaño, figura, apariencia y grosor son rechazados



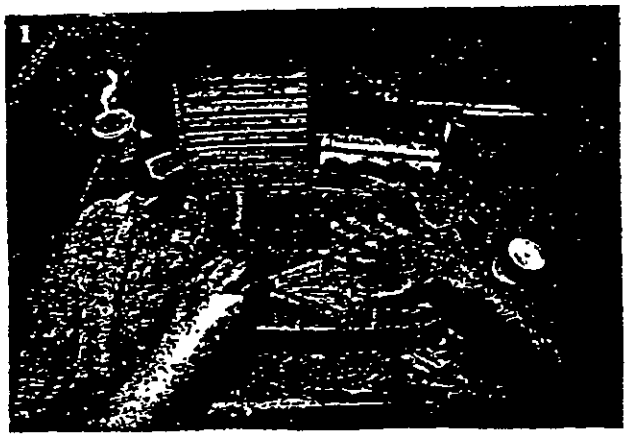
Las galeras constituyen el corazon de la fabrica

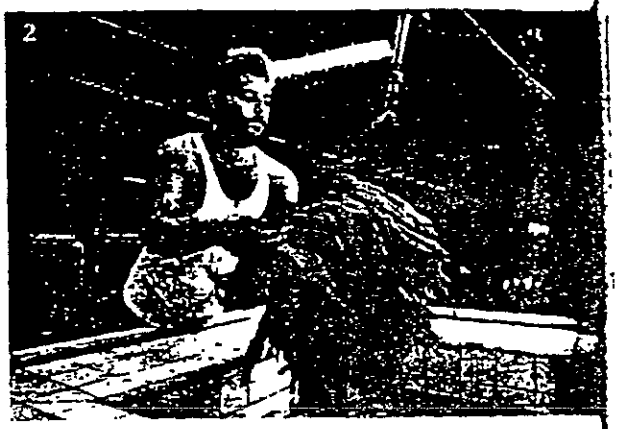
Area de control de calidad

P2321

Subiendo por la amplia escalera de trazado curvo llegamos a la planta alta, donde encontramos las áreas de acondicionamiento y ligada, y la de terminado En la de acondicionamiento y ligada Francisca Teresa Gonzalez, quien se considera con orgullo parte de la historia de este producto y de la fabrica cuenta que comenzo a trabajar en esta en el año 1967 Ella explica las caracteristicas de la llamada barajita, cuyo objetivo es la seleccion del tabaco que se utilizará en la ligada y la separacion del rezago de la hoja que no posee las condiciones optimas

Esta seccion recibe el tabaco de otra aledaña a la fabrica donde se estuvo realizando hasta 1993 la tercera fermentación, la cual tiene lugar hoy en el local donde se efectua el despalillo Por su parte, el área de terminado incluye la escogida y envasado el anillado fileteado o adornado, el sellaje y la revision final de calidad





P2322

En la escogida laboran verdaderos expertos que diariamente clasifican los puros por colores o tonos diferentes y los colocan posteriormente en los cajones, de forma tal que las tonalidades aparezcan de oscuro a claro, de izquierda a derecha, y seleccionan además la cara del puro que tendrá el privilegio de observarse al abrirse el cajon de COHIBA elegido por el consumidor

Los anilladores retiran los puros de los cajones recibidos de la escogida para colocarles las anillas en la cara de cada uno sin alterar en modo alguno el orden de las tonalidades o la cara seleccionada

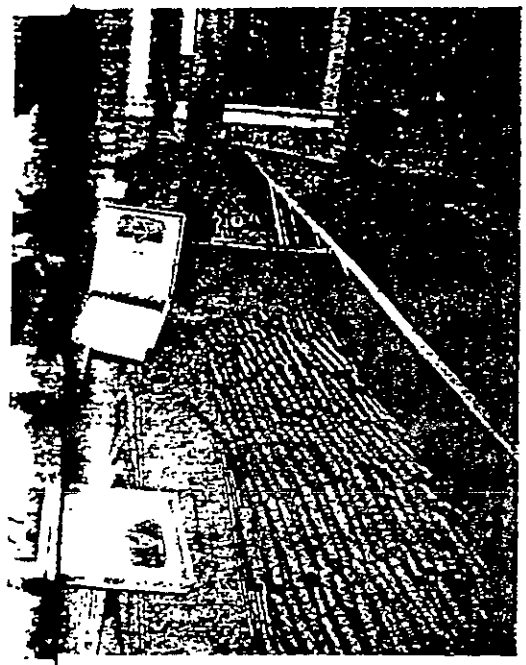
Posteriormente, en el fileteado o adornado se le colocan a los cajones los atributos restantes tales como la estampilla Habanos y el Sello de Garantía Nacional de Procedencia Por ultimo todo el trabajo realizado hasta ese momento es sometido a un nuevo control de calidad desde el punto de vista de sus atributos externos

El recorrido termina en el edificio de la administracion, donde los cajones son embalados y almacenados en la nevera hasta su entrega a la empresa exportadora

1 Torcido
2 Moja
3 Barajita
4 Escogida de colores
5 Transportacion de la materia prima hacia el area de acondicionamiento y ligada

6 *Control de calidad*

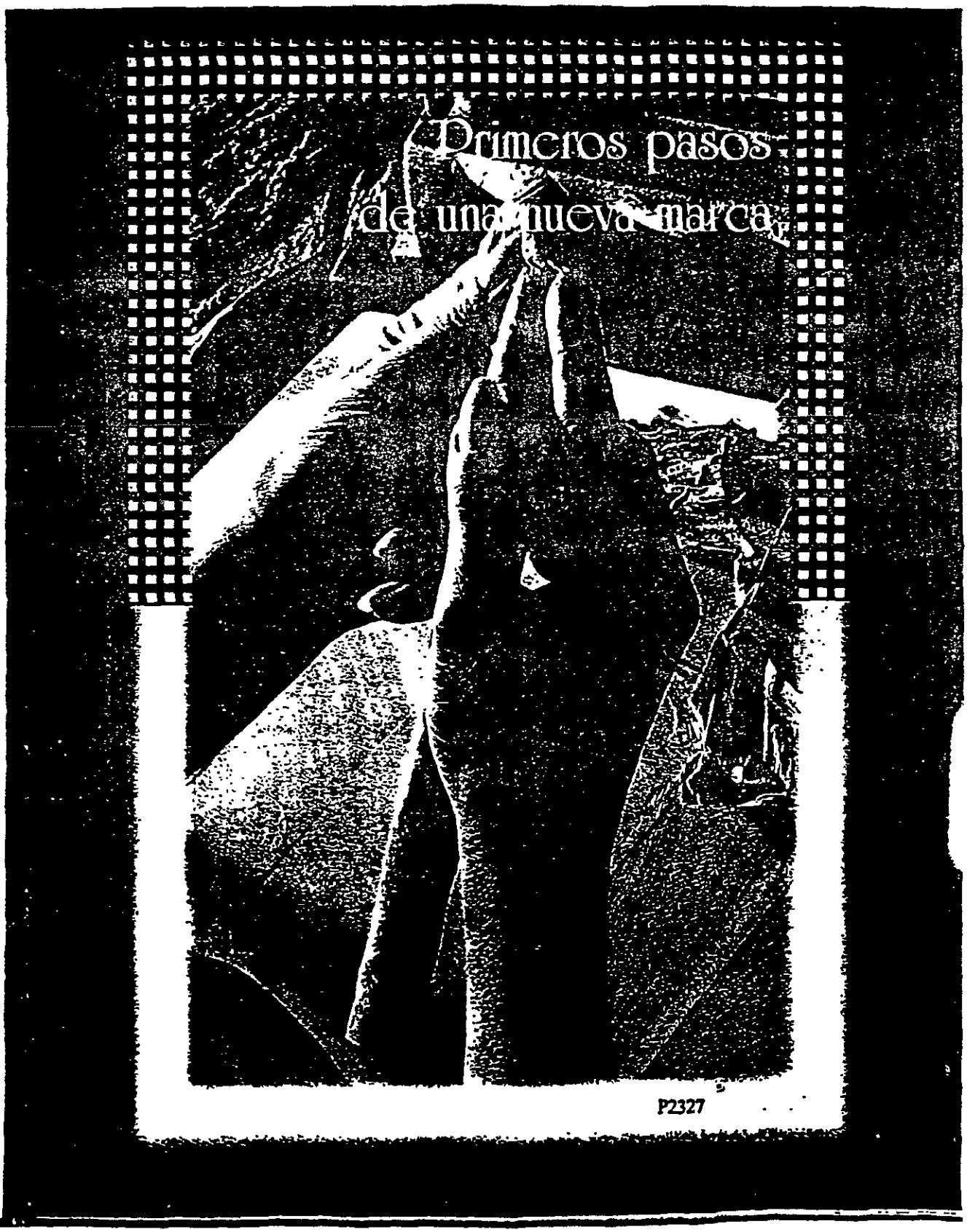
P2324



7 Lavasado
8 Terminado
9 Anillado

P2325

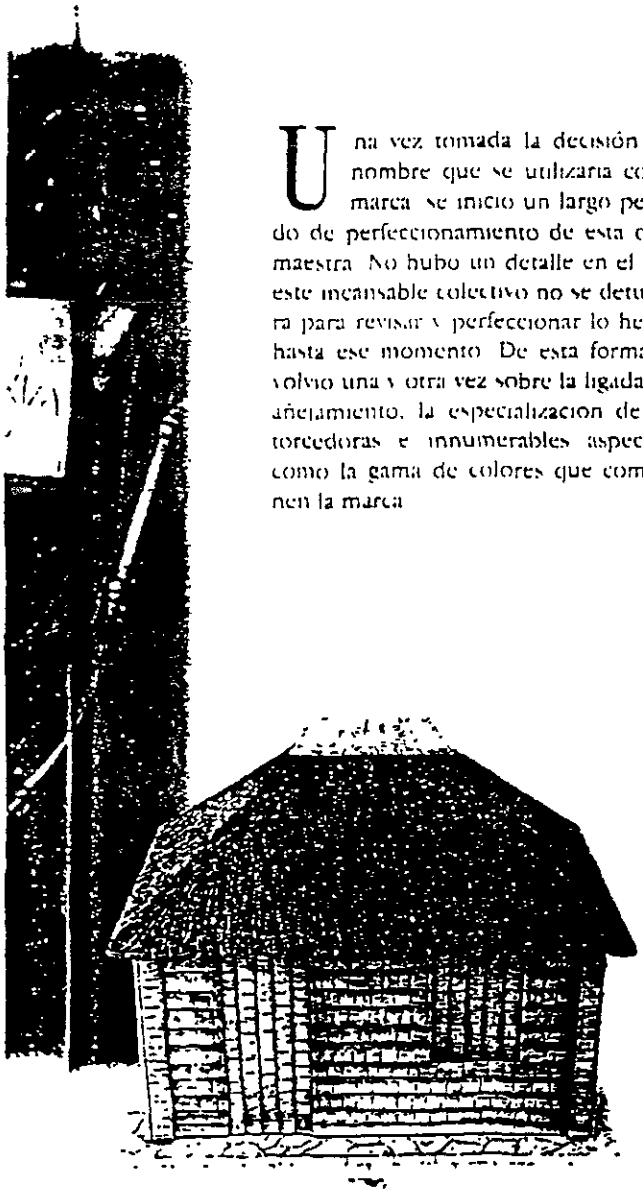
P2326


Primeros pasos
de una nueva marca.
P2327

Los habanos COHIBA recorren el mundo como obsequios especiales del Estado cubano en cofres de maderas finas que reproducen desde un habio hasta edificaciones historicas

P2328

Primeros pasos de una nueva marca



Una vez tomada la decisión del nombre que se utilizaría como marca se inició un largo período de perfeccionamiento de esta obra maestra. No hubo un detalle en el que este incansable colectivo no se detuviera para revisar y perfeccionar lo hecho hasta ese momento. De esta forma se volvió una y otra vez sobre la ligada, su añejamiento, la especialización de las torcedoras e innumerables aspectos, como la gama de colores que componen la marca.

Este último detalle constituye uno de los aspectos que caracterizan los COHIBA, los cuales se catalogan en 65 matices diferentes de color envasándose cada uno en cajas aparte, a fin de que el experto fumador escoja el matiz deseado dentro de esta amplia gama.

En forma paralela, profundizaron en la necesidad de ampliar el vitolario de la marca y es a partir de ese momento que Eduardo y sus colaboradores se dieron a la tarea de crear dos nuevas vitolas. Después de un tiempo de exhaustiva búsqueda y de comparación con las tradicionales, surgieron El Laguito No. 2 y el No. 3.

En 1967 se hicieron las primeras pruebas de envases para lo cual fueron creados cofres de madera fina tallados que reproducían desde un bohío hasta lugares históricos y edificaciones representativas de la Ciudad de La Habana. En la actualidad el Consejo de Estado de la República de Cuba continúa ofreciendo estos cofres con tabacos de la marca COHIBA como obsequio de gobierno a altas personalidades extranjeras.

P2329

Lo descrito con anterioridad no era suficiente. Faltaba un último elemento para completar el culto a los dioses, faltaba crear la imagen gráfica de la marca. La responsabilidad de este trabajo, Celia se la confirió a un Grupo Creativo, adscrito al Ministerio de la Industria Alimenticia, que venía desde hacía algún tiempo realizando diferentes trabajos vinculados a proyectos bajo su responsabilidad.

En las primeras semanas de 1969, previa propuesta del Grupo, se aprobó el primer diseño de la marca COHIBA, creado por Daniel García.

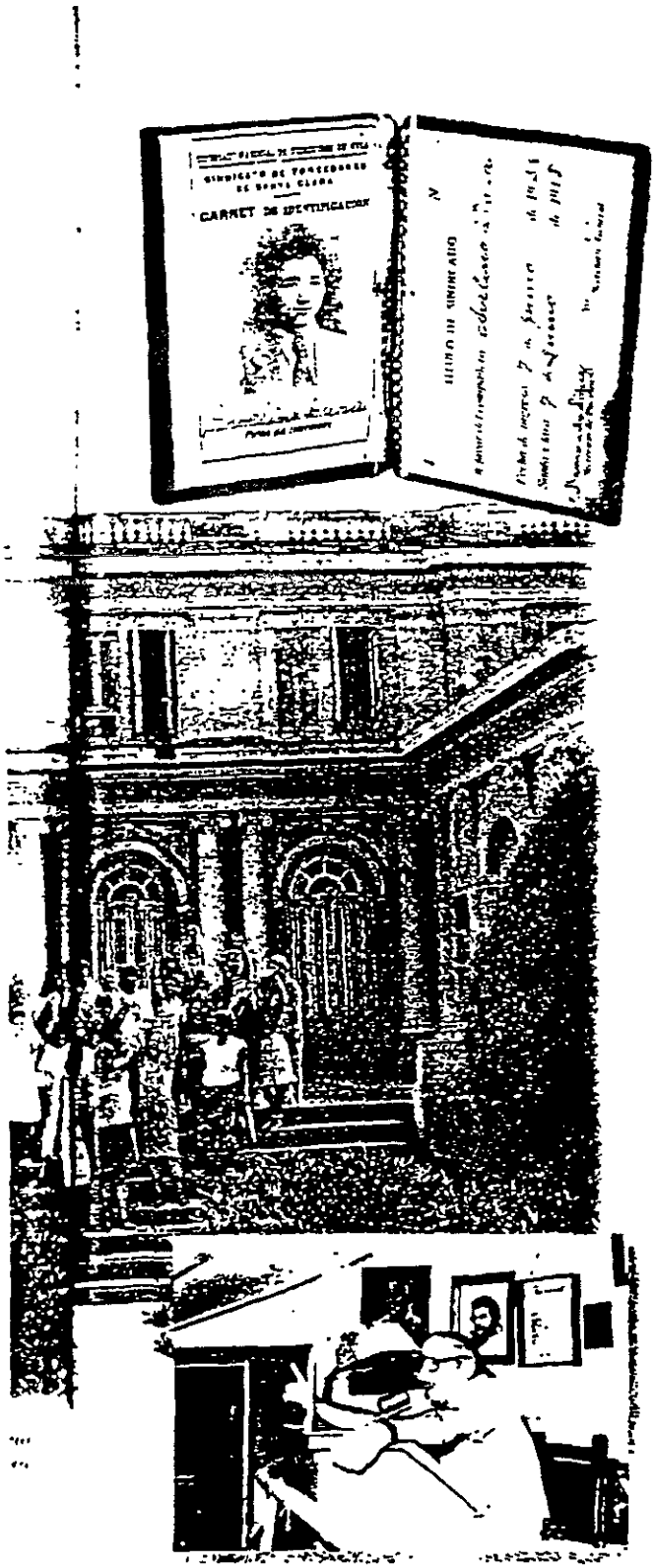
Los nombres de las primeras vitolas de la marca COHIBA correspondieron igualmente al trabajo desarrollado por ese equipo. A su ingenio se deben las denominaciones de Lanceros, Coronas Especiales y Panetelas.

De esta forma, en 1969, el tabaco creado por Eduardo Rivera ya tenía un nombre de marca, una imagen y dos hermanos más pequeños, capaces de ampliar el diapasón de preferencias del COHIBA.

En 1970 se inició una nueva etapa de este proyecto. La Escuela de Torcedoras, hasta entonces dirigida por Eduardo Rivera, adquirió la condición de empresa, atendida por Cubatabaco, el organismo que en aquella época tenía a su cargo la producción y exportación de los habanos.

La dirección de la nueva entidad productiva la asumió Avelino Lara, hombre nacido en una vega de la finca La Aguadita, a tres kilómetros de Báez, provincia de Las Villas, quien estuvo al frente de la fábrica de manera ininterrumpida hasta 1994.

Avelino Lara, nacido en una vega, se inicia en el oficio de torcer a los 13 años y consagra un cuarto de siglo de su vida a la fábrica El Laguo



Los 25 años de Avelino Lara

Desde sus primeros años Avelino estuvo en contacto directo con el aroma inconfundible del tabaco, pues sus abuelos maternos de origen canario, se dedicaban al cultivo de ese producto. A pesar de que a los cuatro años de edad se traslada a Santa Clara, nunca pierde la menor oportunidad para visitar la finca de sus abuelos con el objetivo de ayudarlos con los sembradíos.

A los trece años de edad la situación económica de la familia lo obliga a buscar un oficio, por lo que sin titubear se dirige a la fábrica El Rey de Oro de Santa Clara. Después de cuatro años de duro aprendizaje de todos los oficios de la industria tabacalera solicita, en 1938, su evaluación como torcedor.

Su inconformidad constante con el sistema de trabajo impuesto lo impulsa a partir hacia La Habana, lo cual ocurre en el año 1945. En sus primeros meses en la urbe capitalina trabaja en diferentes chinchales. La crisis económica derivada de las secuelas de la Segunda Guerra Mundial lo obliga a buscar nuevos horizontes, por lo que decide trasladarse a San Antonio de los Baños, lugar donde se dedica a torcer la hoja de uno de los cosecheros de la zona. Confiesa Avelino que Partido constituía algo extraordinario, algo verdaderamente nuevo, pues no conocía la cultivo e industria del tabaco tapado.

P2331

En 1947 retorna a la Habana y comienza a trabajar esta vez en la fábrica La Cadenita, ubicada en el número 1569 de la Calzada del Cerro. Cinco años después se traslada a la fábrica H. Upmann y en 1954 a Por Larrañaga. Allí Avelino coincide con *Chicho*, Eduardo, *Camaguey* y *Gomito*. Al igual que Eduardo asegura haber aprendido mucho de Azcuy, sobre todo lo relativo a la fermentación del tabaco. "Tuve el honor incluso de que me continuara aconsejando ya en El Laguito. Recuerdo que en cada visita me aportaba algo nuevo."

Dada su peculiaridad de estar siempre en un cambio constante, en el año 1958 se traslada nuevamente a la fábrica H. Upmann y en 1962, ya con el triunfo revolucionario, pasa a ser jefe de Capacitación de la Empresa Consolidada de Tabaco Torcido. En los primeros meses de 1966 se integra a la recién creada Empresa Cubana del Tabaco Cubatabaco, donde labora hasta el 15 de enero de 1970.

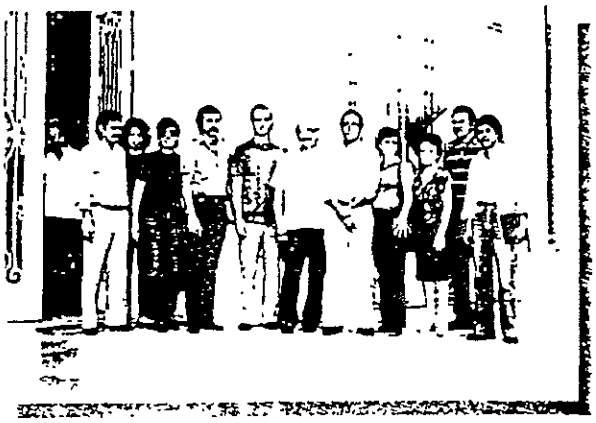
Al decidirse el paso del Plan Especial del Laguito a esta última y dado el destino de su producción, Daniel Solana, Viceministro de la Industria Alimenticia (MINAL) y Director de Cubatabaco, encuentra en Avelino la persona de confianza para dirigir la fábrica El Laguito.

Cuenta Lara que en ese período contó con el apoyo de Francisco Toraño, Jefe de Materia Prima de Cubatabaco y considerado uno de los mayores conocedores de la rama cubana, el cual le garantizó el suministro de la hoja requerida para mantener la homogeneidad de la ligada del COHIBA.

La conversación con Avelino condujo necesariamente a retomar el tema de la llamada tercera fermentación.

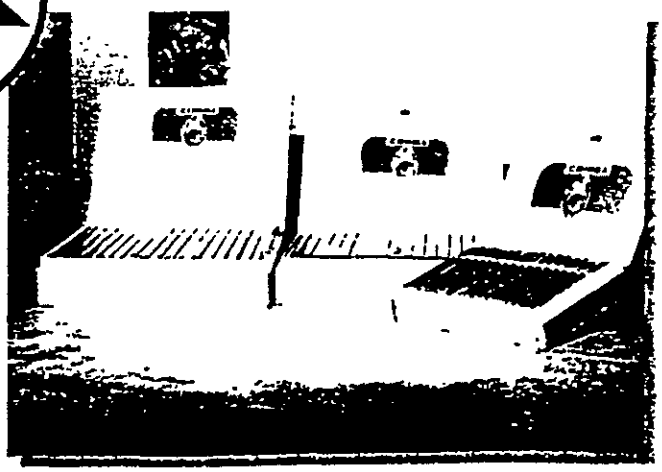
> El tabaco en el campo sufre dos fermentaciones generales. Después que las hojas de ligero y seco se mojan, despalillan, secan y orean, a su arribo a la fábrica, se someten a una nueva fermentación, esta vez en barriles reservados expresamente para que transiten por el último añejamiento.
> El tabaco se embarrila cuando ha perdido humedad como resultado del proceso antes descrito. Estos barriles se colocan en un lugar totalmente cerrado y es a partir de ese momento que el tabaco húmedo comienza a generar calor hasta llegar a 50 grados centígrados aproximadamente. Con este proceso las enzimas comienzan a fermentar y las hojas expulsan las sustancias nocivas que le facilitan al tabaco el buen fumar.
> Para mí el añejamiento es tan importante en el tabaco como en el vino y el Cognac.

Roberto Luech, Director General de la sociedad francesa COPROVA, comprueba la calidad de la hoja en proceso de fermentación en compañía de Avelino Lara



A Avelino le corresponde el período en que la marca sale del anonimato, lentamente. Las primeras presentaciones en público del COHIBA se realizaron en la primera mitad de la década del 70, mediante ventas en algunos de los mercados para diplomáticos de la capital y en aeronaves de Cubana de Aviación, que eran abastecidos ambos por el "Salón Humidor" aledaño a la fábrica H Upmann.

En el año 1975 en ocasión del Primer Congreso del Partido Comunista de Cuba, COHIBA estuvo presente con su segunda imagen de marca. En 1979, su degustación constituyó un motivo más de satisfacción para los asistentes a la Sexta Cumbre de los Países No Alineados, celebrada en el Palacio de las Convenciones, donde comenzó a venderse a partir de ese momento.



Las tres primeras vitolas de COHIBA reciben la distinción de Marca Estatal de Calidad

Otra de las satisfacciones recibidas por Avelino Lara fue al convertirse COHIBA en la primera marca de habanos en recibir la distinción de Marca Estatal de Calidad, la cual le fue conferida mediante Resolución No 9581, de fecha 19 de noviembre de 1981, dictada por el Ministro Presidente del entonces Comité Estatal de Normalización de la República de Cuba La Comision que tuvo la responsabilidad de otorgarle dicha distinción a las tres vitolas de la marca estuvo presidida por Félix Enrique Mons, antiguo especialista de Cubatabaco que desde hace algunos años trabaja en la tienda de Quinta Avenida y calle 16, en Miramar, especializada en la venta de habanos Todos los miembros de la referida Comisión, coincidieron en que los COHIBA resultan extraordinarios y capaces de satisfacer el paladar mas exquisito Esta distinción se le otorgo en sucesivas ocasiones

Rememora Avelino con entera satisfaccion que tuvo el honor de haber elaborado el tabaco que acompañó al hoy General de Brigada Arnaldo Tamayo Méndez, en su viaje al cosmos, que lo convirtiera en el primer latinoamericano que efectuara esa gran hazana

Un momento trascendental en la historia de este producto mítico tiene lugar a partir de 1982, cuando los COHIBA rompen su anonimato total y pasan a ser comercializados internacionalmente Ello fue posible despues de doce largos años de perfeccionamiento de las torcedoras y demás especialistas del Laguito y al poderse obtener de la naturaleza las cantidades suficientes para satisfacer con igual ligada a un mayor número de consumidores

El lanzamiento internacional de la marca COHIBA fue realizado ese propio año, en el Hotel Ritz de Madrid España fue escogida para este evento por constituir el mayor consumidor de habanos

Cinco años más tarde, durante la V Feria Internacional de La Habana, COHIBA recibe el reconocimiento de la Medalla de Oro a la Calidad y la admiración de todos los visitantes cubanos y extranjeros, al visitarla, Jesús Montané Oropesa, actualmente ayudante personal del Comandante en Jefe, comento " Me percaté de la estimación que tienen por los COHIBA el día que regalé una caja Aquel señor me lo agradeció tan efusivamente que me quedé sorprendido "

1 El señor Jesús Vázquez representante de Cubatabaco en el lanzamiento de COHIBA en el Hotel Ritz de Madrid España

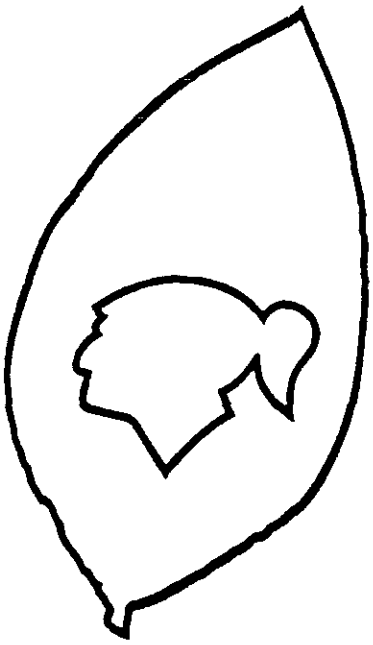
2 Los señores Francisco Fernández Ordóñez ex ministro de Hacienda de España y Manuel Luque ex presidente de Tabacalera S A durante la presentación internacional de COHIBA

P2335

P2336

Evolución de la imagen gráfica

COHIBA



P2338

Evolución de la imagen gráfica

La mayoría de las marcas notorias ha sufrido en su larga vida un proceso evolutivo del diseño que las distingue, lo cual ha estado motivado en muchos casos por la necesidad de adecuarlas a las tendencias gráficas que se van imponiendo en cada momento. De acuerdo con las estrategias definidas por cada una de las empresas en unos casos las transformaciones han sido radicales y en otros sólo han modernizado los diseños originales.

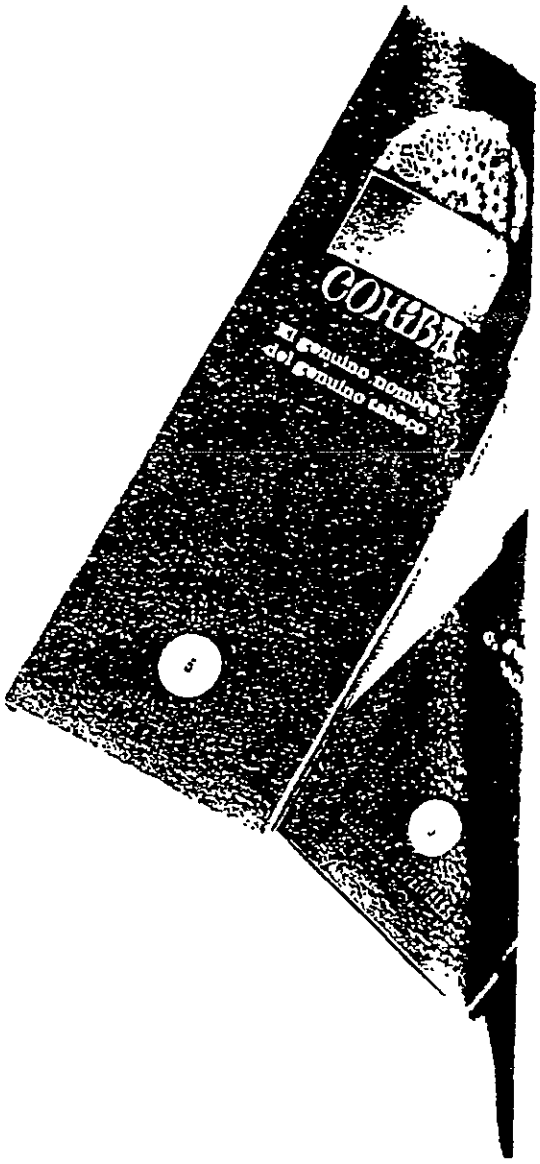
A diferencia de las restantes marcas tabaqueras cubanas muchas de las cuales han poseído diferentes diseños aunque siempre relacionados con las diversas formas de presentación de toda la gama de productos que la componen la imagen gráfica de la marca COHIBA ha transitado por tres etapas en las que han estado presente ambas tendencias antes citadas.

Primera etapa

El primer diseño de la marca COHIBA fue creado en el año 1969 por Daniel García Rojas, quien posee una amplia experiencia como diseñador. Daniel comenzó su carrera en el año 1950. Ha sido galardonado con más de 30 premios nacionales e internacionales y se le considera uno de los 100 mejores ilustradores de cuentos infantiles según Feria de Bolonia. En 1959 obtuvo el primer premio del Primer Concurso de Carteles realizado por el gobierno revolucionario.

Recuerda Daniel que el diseño de la marca COHIBA fue una de sus primeras creaciones dentro del Grupo que realizaba trabajos para Ceha. Con ese propósito los restantes miembros del Grupo efectuaron una amplia investigación acerca de los antecedentes del vocablo COHIBA.

Después de numerosas pesquisas en archivos y bibliotecas, Daniel decidió que el diseño debía estar basado en la hoja de tabaco, por lo que la reprodujo en líneas blancas sobre un fondo negro, abriéndolas en forma de abanico hasta formar una figura geométrica compuesta por dos medios puntos, propios de la arquitectura colonial, vinculando así el diseño de la marca a ambos orígenes. El nombre de la marca quedó escrito con una tipografía ornamental en color dorado, entre los dos medios puntos.



Anilla y petacas correspondientes al primer diseño de la marca

La calidad del diseño y su aplicación era transmitida por medio de los colores utilizados el blanco para el logo de marca el dorado en la palabra y el negro como fondo en toda la habilitacion de los cajones y en las petacas

Estas ultimas se sustentaban en dos elementos fundamentales utilizar un calado en su parte superior, protegido por un papel de celofan, de forma que se pudieran ver las anillas de los tabacos, y con un sistema de corredera plegable para facilitar la abertura y la extraccion de los tabacos Asimismo Daniel creo las anillas en forma de banda las que se mantienen hasta hoy con independencia del diseño utilizado

El diseño de la marca COHIBA rompio los esquemas tradicionales en lo relativo al color utilizado pues nunca el color negro habia estado presente de una forma tan generalizada en las habilitaciones de las marcas cubanas

Segunda etapa

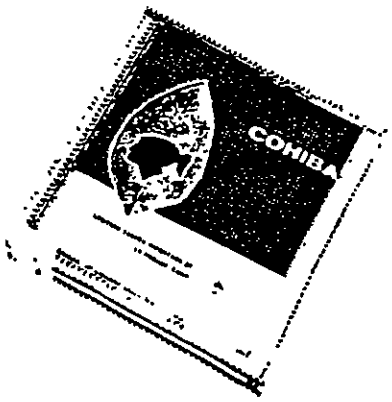
El primer diseño de la marca COHIBA fue utilizado durante muy poco tiempo Se consideró distante de la idea que se deseaba transmitir, debido al predominio del elemento colonial sobre el indígena En esta ocasión el trabajo se le encargó al Centro de Diseño del MINAL.

La labor creativa fue realizada por un colectivo de trabajadores encabezados por Humberto Cabezas y el diseño resultó de la imaginación de Mario Sola Méndez

Su objetivo consistió en vincularlo con la raíz aborigen de la marca Desde el principio Sola se propuso utilizar los colores negro y dorado de forma tal que transmitieran elegancia y distinción No obstante, el color dorado tuvo que cambiarlo por el ocre, debido a determinados problemas de impresión

En la fase inicial creó tres bocetos para petacas basados en los conceptos anteriores El primero estaba compuesto por una planta de COHIBA en primer plano y al fondo un paisaje cubano con palmas y un caney (bohío cónico hecho con palos y cañas) En el segundo utilizaba una hoja de COHIBA como elemento principal, una planta en el segundo y una palma en el plano siguiente En el tercero reprodujo un indio en cuclillas fumando unas hojas enrolladas de COHIBA frente a una fogata En las tres propuestas el paisaje le daba la vuelta a la petaca hasta llegar al reverso A pesar de ordenarse en trazos realistas expuestos de moderna forma recordaban los diseños de las antiguas habilitaciones, rellenas barrocamente con exceso de decoración y relieves en color dorado.

En virtud de esas observaciones, Solá decidió realizar algo nuevo con cuatro elementos básicos y así romper con los cánones establecidos Optó por utilizar como *background* una trama simbólica y simplificar al máximo al indio transmitiendo el realismo solamente mediante la hoja de COHIBA De esta forma en las dos terceras partes superiores de la petaca corrió una trama de rayas negras cruzadas, en contraposición con los fondos parejos de pálidos tonos de color pastel, *indian-cream* o blanco, de los diseños tradicionales Sobre la trama y casi al centro de la petaca, ubicó la hoja de COHIBA, con texturas y color realista e, inscrita en ella, la silueta de perfil de un indio con un *outline* blanco como ribete El tercio restante de fondo blanco lo utilizó para incluir determinados textos



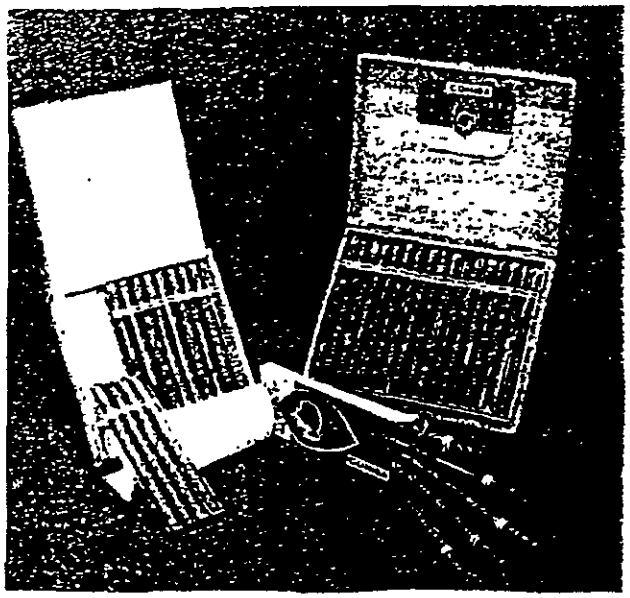
Anilla, cajon y petaca del segundo diseño de la marca.

Para crear la imagen del indio que debía estar presente en el diseño de la marca, se tuvo en cuenta las características morfológicas de los Araguacos de Sudamerica, de los cuales descendían los indios taínos cubanos que habitaron la zona comprendida entre Maisí, Baracoa y Guantánamo, quienes fueron considerados el grupo indocubano más desarrollado. Los taínos cubanos fueron grandes conocedores y consumidores del tabaco. Para lograr dicho objetivo Sola se basó en obras plásticas que de los Araguacos había hecho el artista José Martínez, quien a su vez se había basado en las investigaciones antropológicas realizadas hasta la fecha.

El nombre de la marca lo situó en la parte superior derecha de la petaca, sobre un rectángulo blanco abierto en la trama de *background* con tipografía *univers extended*, de trazo grueso y sencillo, donde sus letras C y O son redondas y de gran legibilidad.

Mario Sola ideó igualmente la aplicación del diseño a los diferentes envases de las tres vitolas es decir, cajones habilitados petacas y *displays* (expositor). Las anillas en forma de banda estaban compuestas en su mitad superior por la trama blanca y negra de *background*, debajo de ésta una franja blanca incluía el nombre de la marca y en el borde inferior un ribete ocre.

El segundo diseño de la marca COHIBA comenzó a utilizarse en el primer lustro de la década de los años 70 y, a pesar de la ruptura de los cánones establecidos en las marcas tradicionales cubanas, fue imponiéndose en el mercado como símbolo del más sublime de los habanos.



P2343

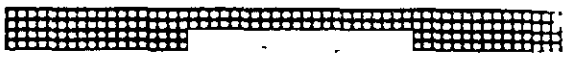
Tercera etapa

Al comenzar la comercialización internacional de COHIBA, en el año 1982, teniendo en cuenta su posición en relación con las restantes marcas de habanos Cubatabaco decidió utilizar los estuches barnizados los cuales transmitían una imagen más elitista que los habilitados

En la segunda mitad de la década de los años 80 tras un amplio análisis se llegó a la conclusión de que la papeleta de marca no evocaba una imagen acorde con la calidad del producto, razón por la cual se le encargó a la agencia española de publicidad Creactual S A la modificación del diseño de la marca COHIBA

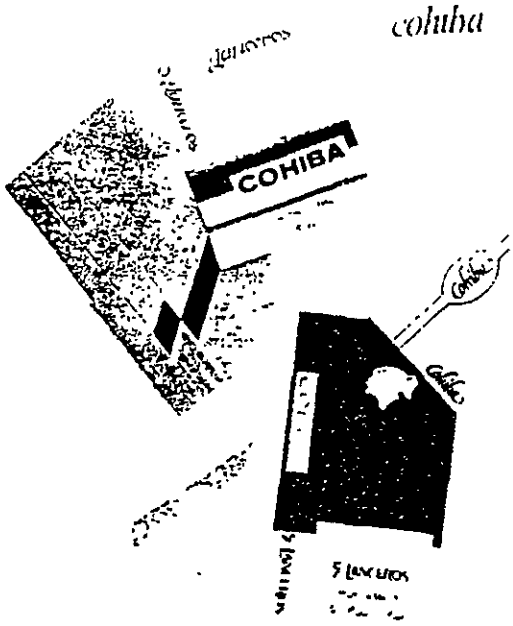
La referida agencia presentó varias propuestas, que en su mayoría rompían con la imagen anterior Finalmente, al tomar en cuenta que la antecesora era ya conocida en el mercado, a diferencia de la segunda etapa se decidió solo adecuarla a exigencias más elitistas y modernas, manteniéndose aquellos componentes más perdurables en la mente del consumidor, la tipografía de la palabra COHIBA, la silueta del indio y la trama negra y blanca

A partir de todos estos elementos después de algunas semanas de debates entre los especialistas de Creactual S.A y de Cubatabaco se llegó a la conclusión que el color dorado tenía que estar presente en el diseño por la elegancia que transmitía Una vez decidido, se determinó mantener

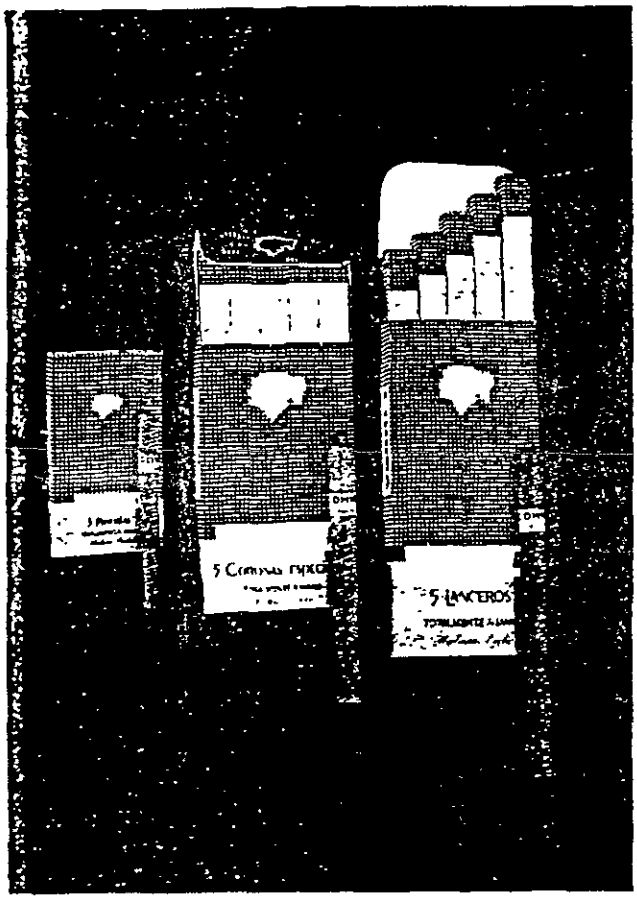


Habana, Cuba

Anilla de la tercera y actual etapa de COHIBA



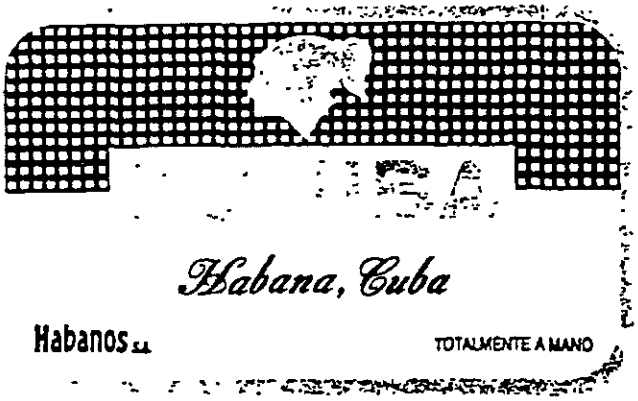
Primeras propuestas de diseño de petacas presentadas por Creactual, S A



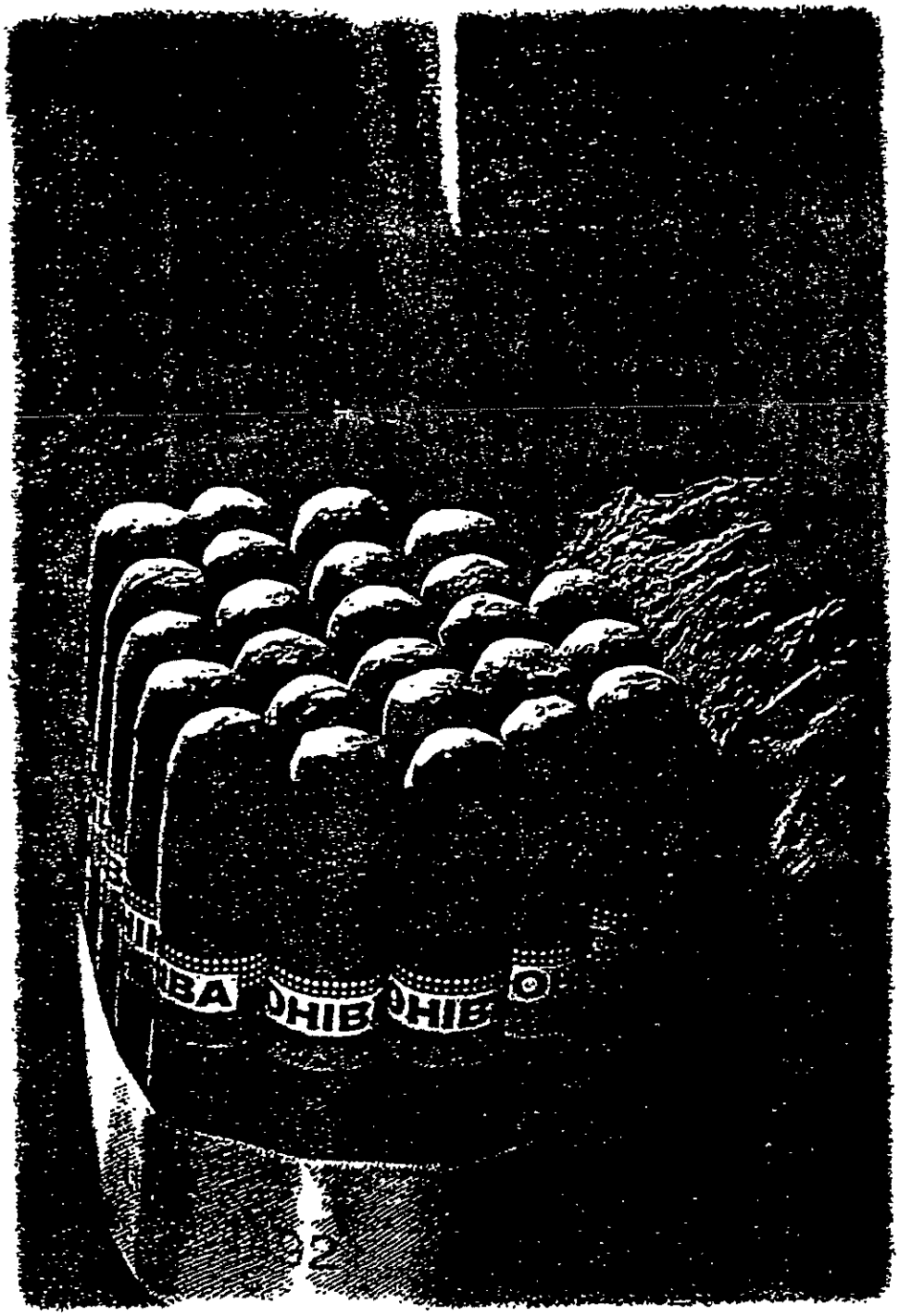
la trama negra y blanca en la misma forma del anterior e incluir debajo de esta, una franja de color naranja, específicamente el pantone 12.35, con el objetivo de transmitir el aspecto orgánico del tabaco como materia viva

Por último, todas las variantes estudiadas indicaron que el color dorado debía estar presente en la imagen del indio y en la palabra y, para lograr una composición homogénea, se decidió incluirlo en el cintillo que sería utilizado como recuadre total de la papeleta. Para lograr un mayor realce, se determinó utilizar el relieve en el indio y en la tipografía de la marca

Esta nueva imagen obtenida por el diseñador español Benjamín Echavarrea, fue aplicada igualmente a todos los envases de la marca COHIBA en la forma renovadora que hoy llega a ustedes rompiendo todos los esquemas tradicionales y confirmando la calidad inigualable del rey de los habanos



Petacas y papeletas de marca del diseño actual de COHIBA



P2346

La estrategia del éxito

P2347

La estrategia del éxito

No se podría finalizar el recorrido de 30 años de historia de la marca COHIBA, sin abordar algunos de los aspectos que han ido conformando su estrategia marcaria, lo cual nos obligó a hurgar en el laborioso mundo de la comunicación y en el trabajo realizado por los especialistas de marketing que han tenido a su cargo, en un momento u otro, la responsabilidad del trabajo de comunicación de COHIBA.

Con el objetivo de obtener la información necesaria tocamos a la puerta de la Sra. Ana López García, Licenciada en Economía del Comercio Exterior, actual Directora de Marketing de Habanos S.A., la sociedad que exporta los habanos a todo el mundo con excepción de Francia.

El hecho de haber estado vinculada desde hace algunos años con la estrategia de marketing de los habanos en general y de la marca COHIBA en particular, constituye para Ana un orgullo, además de una gran responsabilidad.

Ante la obligatoria pregunta relativa al punto de partida, Ana manifiesta que el año 1990 resulta de especial connotación, por cuanto es en ese momento cuando Cubatabaco fortalece a nivel

Uno de los aspectos mas importantes lo fue el posicionamiento de las marcas tabacaleras cubanas, definido por medio de la llamada piramide marcaria del habano, que permitió determinar el lugar que ocuparia cada una de ellas en el mercado, a partir de la consulta de estudios motivacionales las investigaciones de mercados y del analisis de precios y productos

COHIBA ocupo por derecho propio el lugar cimero de la piramide marcaria por su carácter exclusivo y calidad diferenciada, muy por encima de otras con una historia de mas de 100 años en el mercado

A la consecuente pregunta de qué elementos han contribuido a esa imagen de marca tan fuerte en un plazo tan breve de existencia, Ana manifiesta

Según los resultados de una investigación realizada a finales de la decada del 80 en España donde se localiza su principal mercado la notoriedad y presuncion fueron algunos de los sentimientos descubiertos en la mente de los consumidores de COHIBA Producto de uso poco frecuente, generalmente fuera del hogar de acceso limitado, simbolo de lujo reservado por años solo a regalos de gobierno fueron características señaladas por los encuestados, que como promedio le recuerdan en un 89 % de los casos

COHIBA
MONTE CRISTO
HABANA
CUABA
H. UPMANN
HABANA
ROMEO Y JULIETA
DE
ALVAREZ Y GARCIA
HABANA
LA GLORIA CUBANA
DE
C. E. G.
HABANA
PUNCH
MANUEL LOPEZ
POR
LA AÑAGA
DIPLOMATICOS
HABANA
MARQUEZ
HABANA
JUAN LOPEZ
HABANA
SANCHO PANZA
CUESTA Y CIA
HABANA
SAINT LUIS REY
HABANA
FONSECA
HABANA
LA FLOR DE CANO
J. CANO
HABANA
DE LUXE
CORONAS
QUINTERO
HABANA
BELINDA

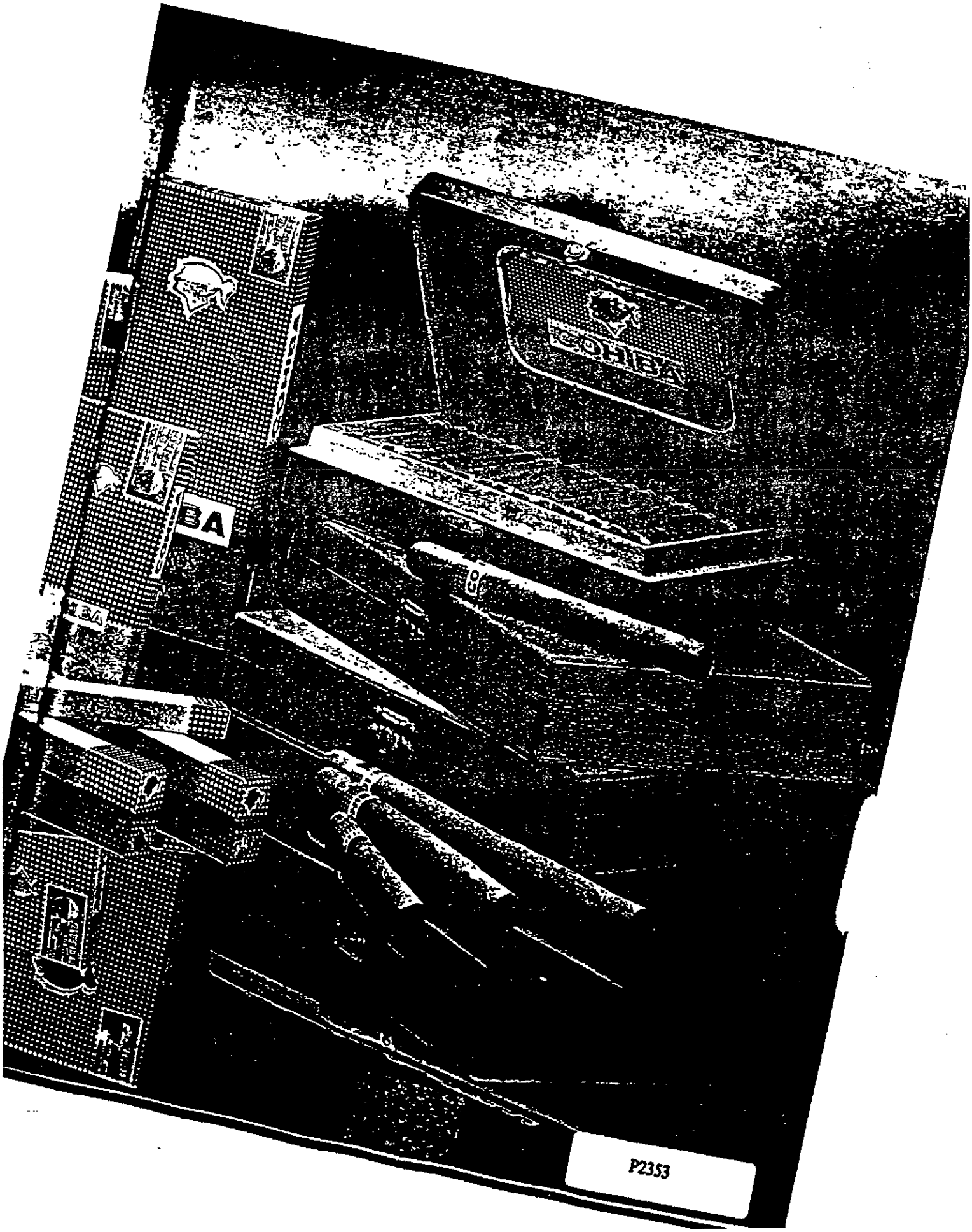
P2351

La gama COHIBA

En este camino de más de treinta años, el vitolario de los habanos COHIBA se ha ido perfeccionando, en virtud de la estrategia diseñada oportunamente, hasta poder mostrar una única gama de productos compuesta por once vitolas.

Algunas de las razones que han motivado la creación de cada una de las actuales vitolas de la marca COHIBA, así como los elementos tenidos en cuenta en cada caso y sus niveles de ventas, serán expuestas a continuación.

P2352

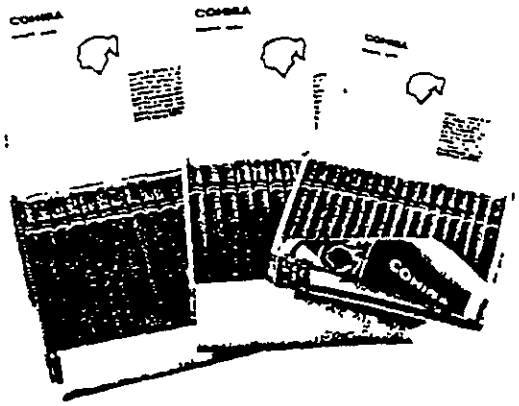

TOSHIBA
TOSHIBA
P2353

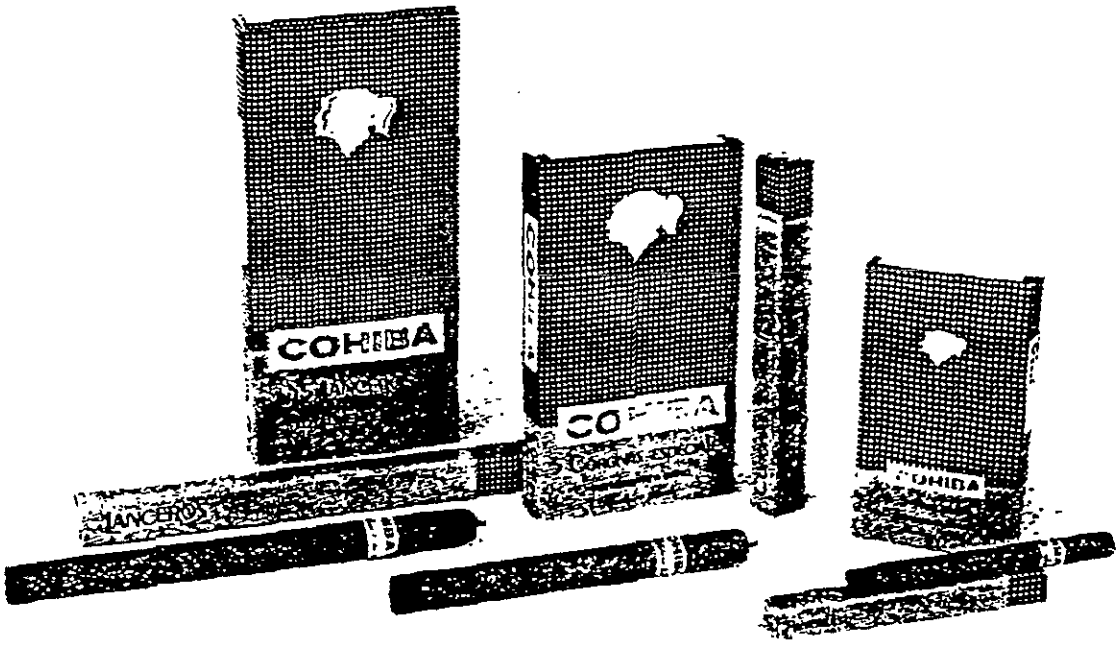
Vitolas tradicionales

Mucho se ha hablado del vitolano tradicional de la marca COHIBA, por lo que sólo se describirán determinados aspectos que motivaron la selección y denominación de cada una de las tres vitolas que lo componen, las cuales, según se ha descrito anteriormente, fueron creadas especialmente para ella

La primera, Laguito No. 1, resultó de la creatividad juvenil de Eduardo Rivera Irizarri y sus razones ya han sido ampliamente comentadas La segunda, Laguito No. 2, fue seleccionada a partir del criterio de incluir una vitola que respondiera a las exigencias de diferentes fumadores y de ocasiones diversas, es decir, una vitola standar Y la tercera, Laguito No 3 respondió a una costumbre de moda en Francia en aquella época, en la que las mujeres sentían atraccion por los formatos pequeños (aproximadamente 3 gramos).

Los nombres de estas tres vitolas fueron propuestos por el mismo Grupo que trabajó en la creacion del primer diseño de la marca Cuenta su diseñador que, el nombre de Lanceros fue escogido, partiendo de la asociación existente entre las características de esta vitola y las lanzas indígenas, lo cual permitió establecer una cierta vinculacion con nuestros aborígenes. La denominación de Coronas Especiales, resultó de la idea de que otra evocara un elemento característico del mundo colonial y por considerarse una derivada de la tradicional Coronas. Finalmente, el término Panetelas fue seleccionado, pensando en la asociación de este tipo de tabaco de formato pequeño, con las características del consumidor que motivó su creación y, de la aplicación del término "panetela" entre los cubanos, a la hora de describir un magnífico exponente del sexo femenino, lo que se traduce como algo exquisito



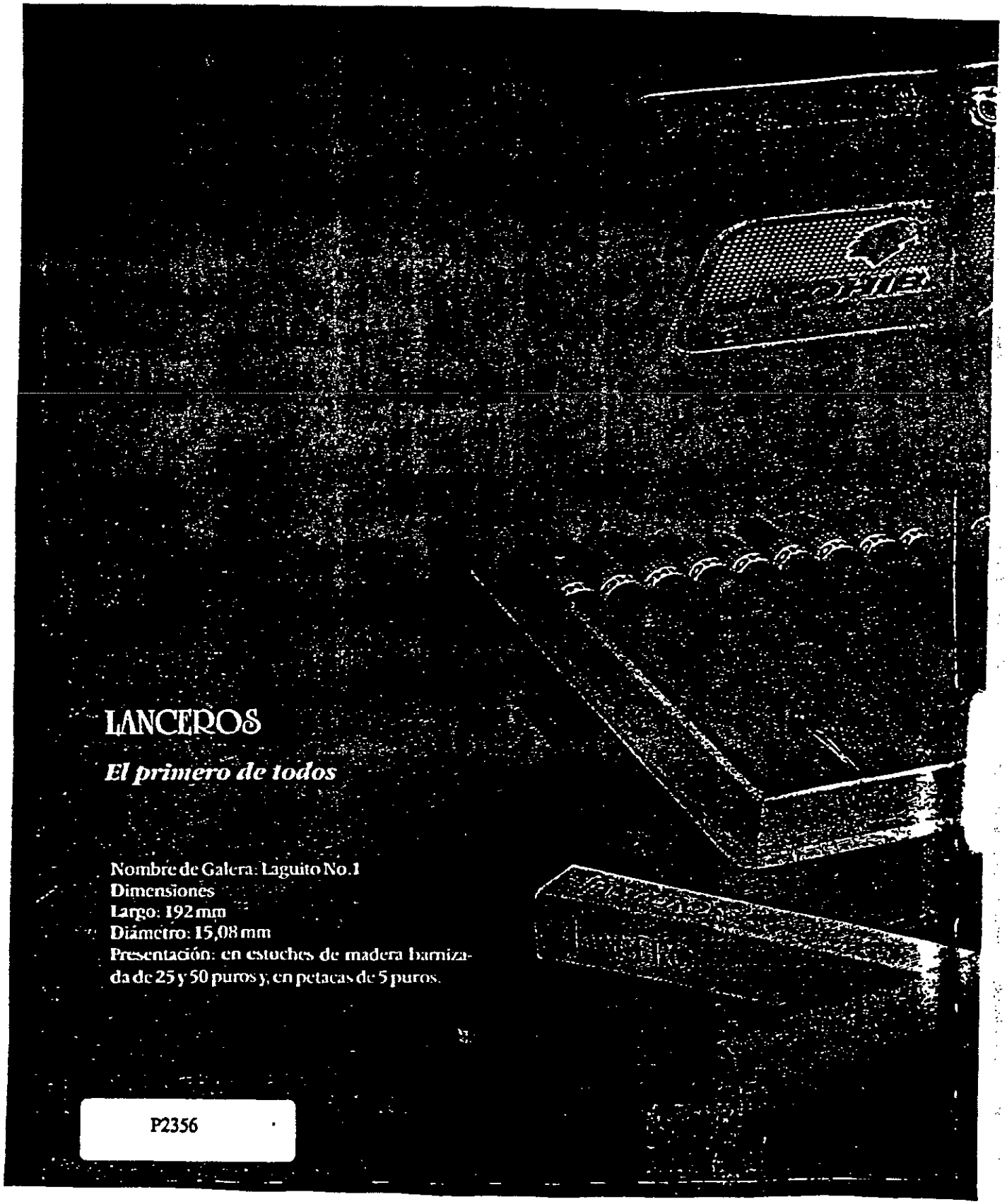


SERIES HISTORICAS

Vitolaro Tradicional

(miles de unidades)

VITOLA	1987	1988	1989	1990	1991	1992	1993	1994	1995
PANETELA	134.4	113.1	142.5	251.4	188.4	511.4	255.6	188.8	419.5
CORONAS ESPECIALES	348.9	278.9	289.2	554.3	551.1	510.[illegible]	514.[illegible]	372.5	592
LANCEROS	584.2	264	366.8	363.1	406.9	321.4	35[illegible]	199	40[illegible]
TOTAL	867.5	656	798.5	1168.8	1146.4	1143.5	1104.6	760.4	1218.5

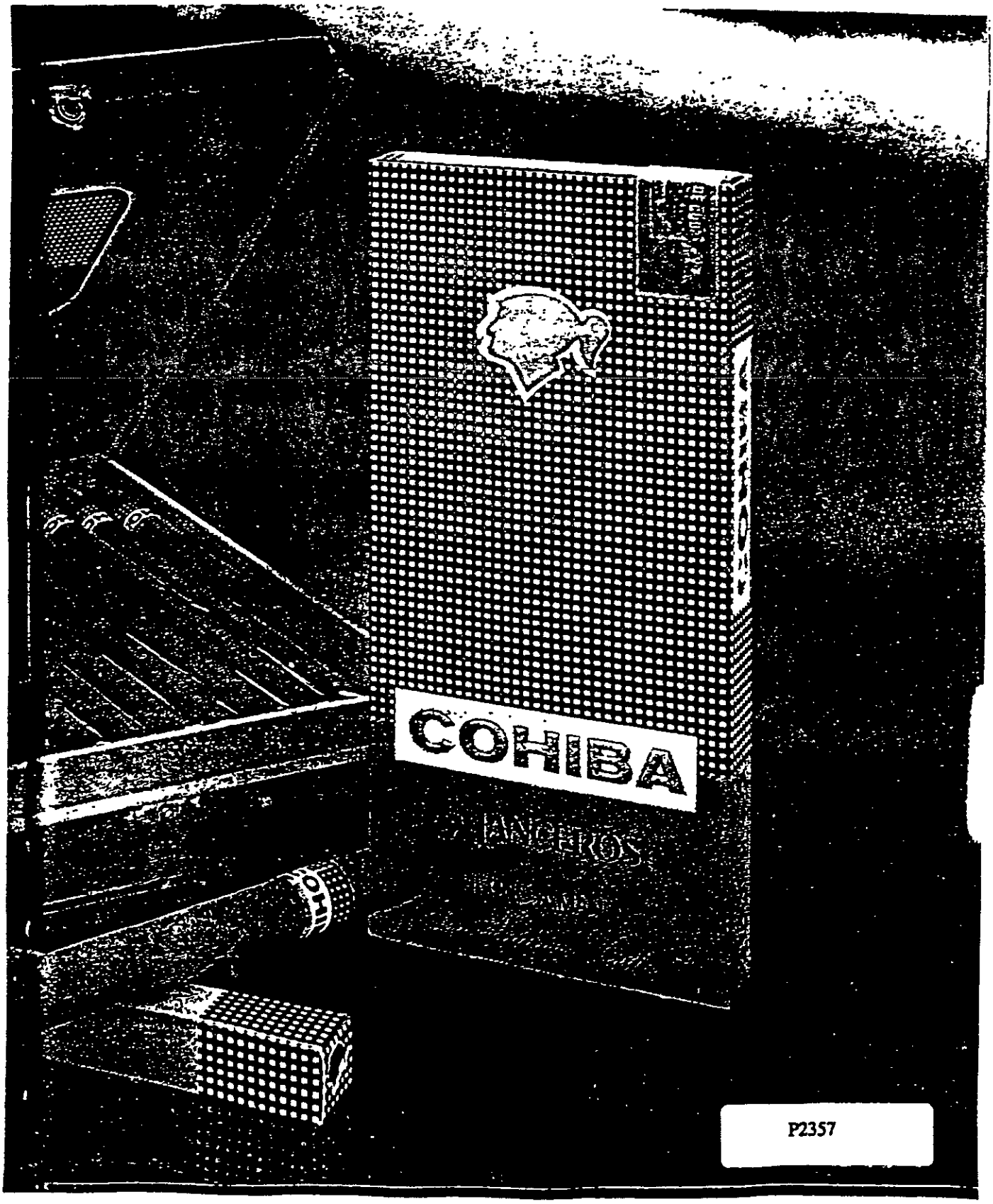


LANCEROS

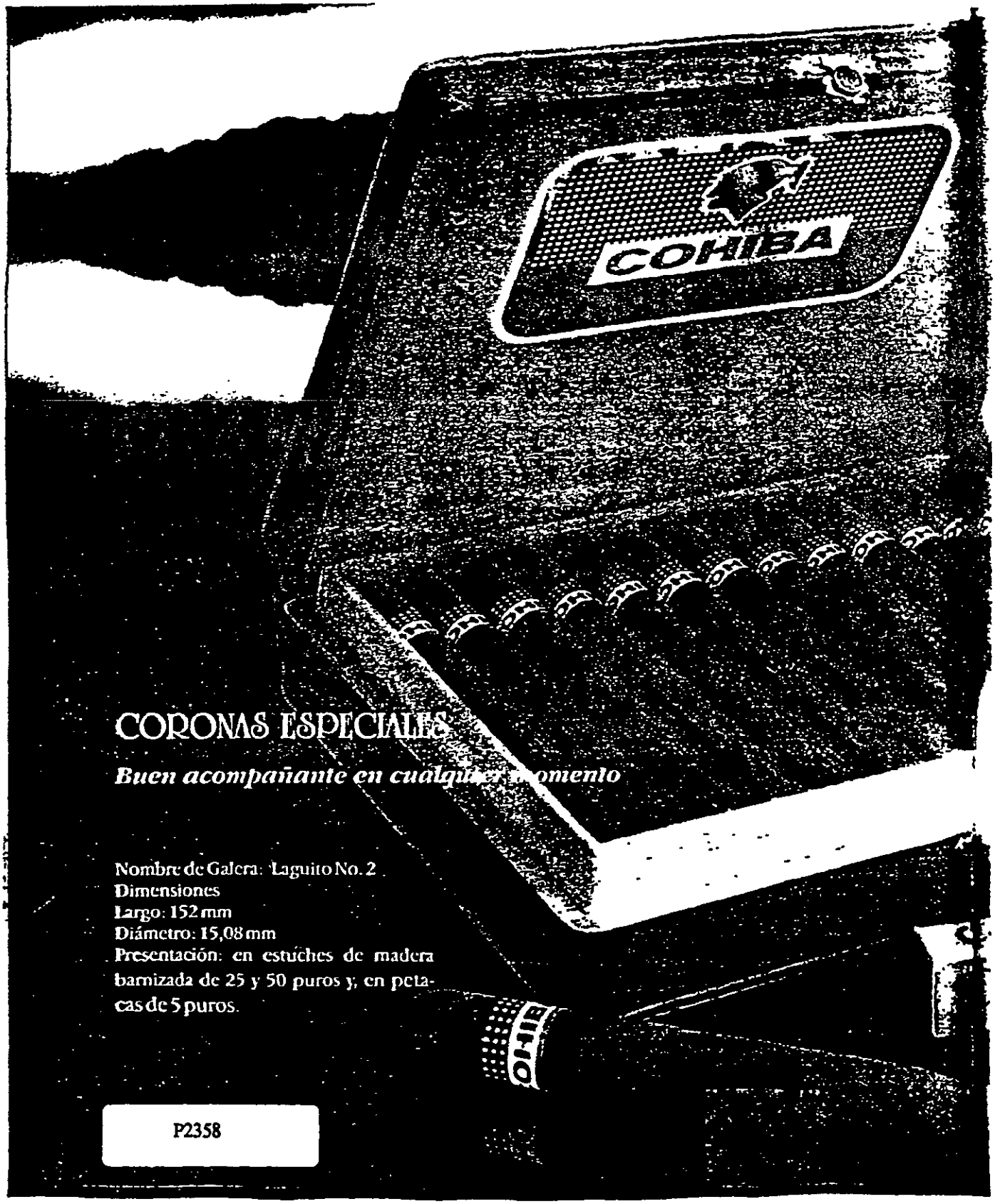
El primero de todos

Nombre de Galera: Laguito No.1
Dimensiones
Largo: 192 mm
Diámetro: 15,08 mm
Presentación: en estuches de madera barnizada de 25 y 50 puros y, en petacas de 5 puros.

P2356



P2357



CORONAS ESPECIALES

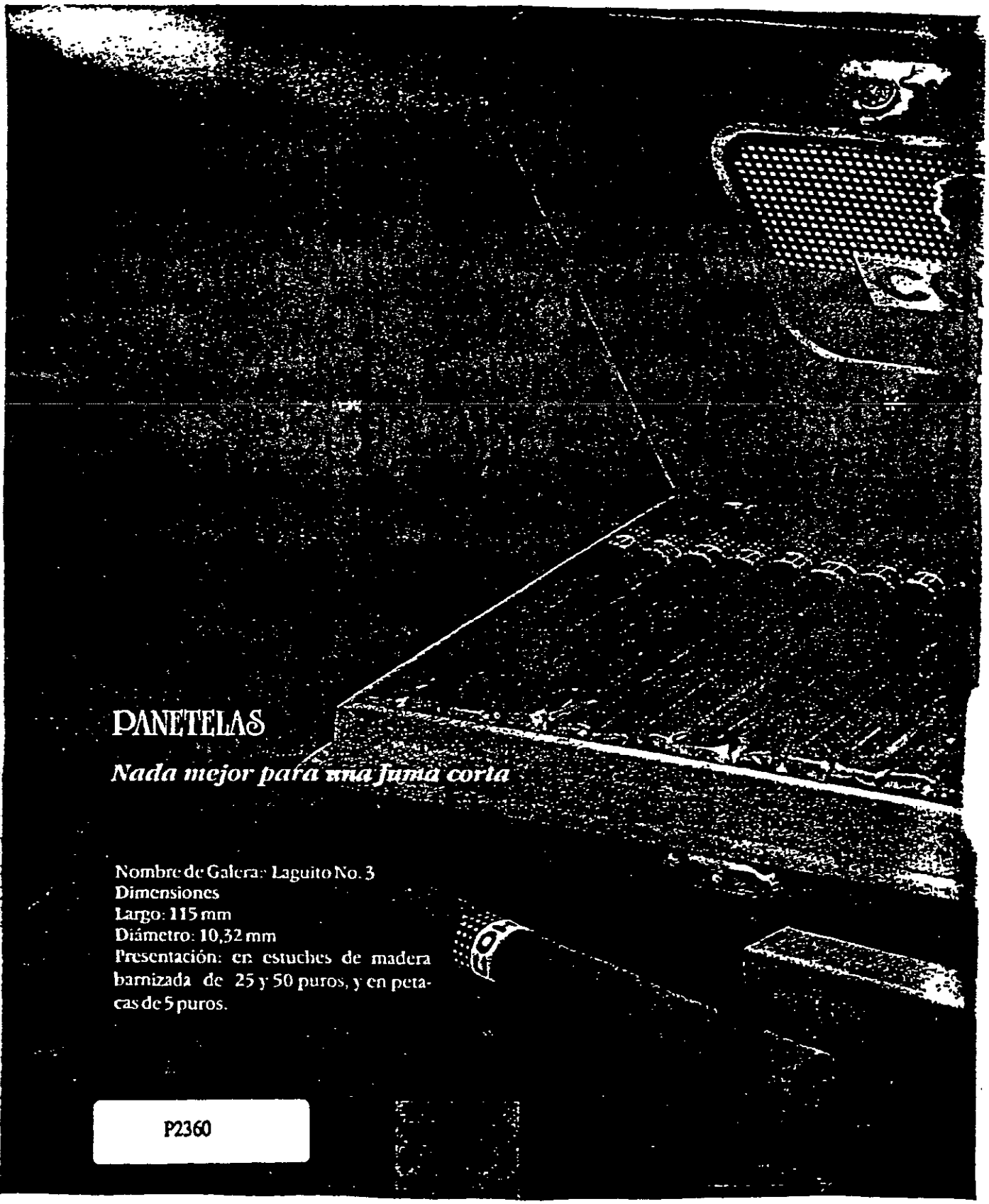
Buen acompañante en cualquier momento

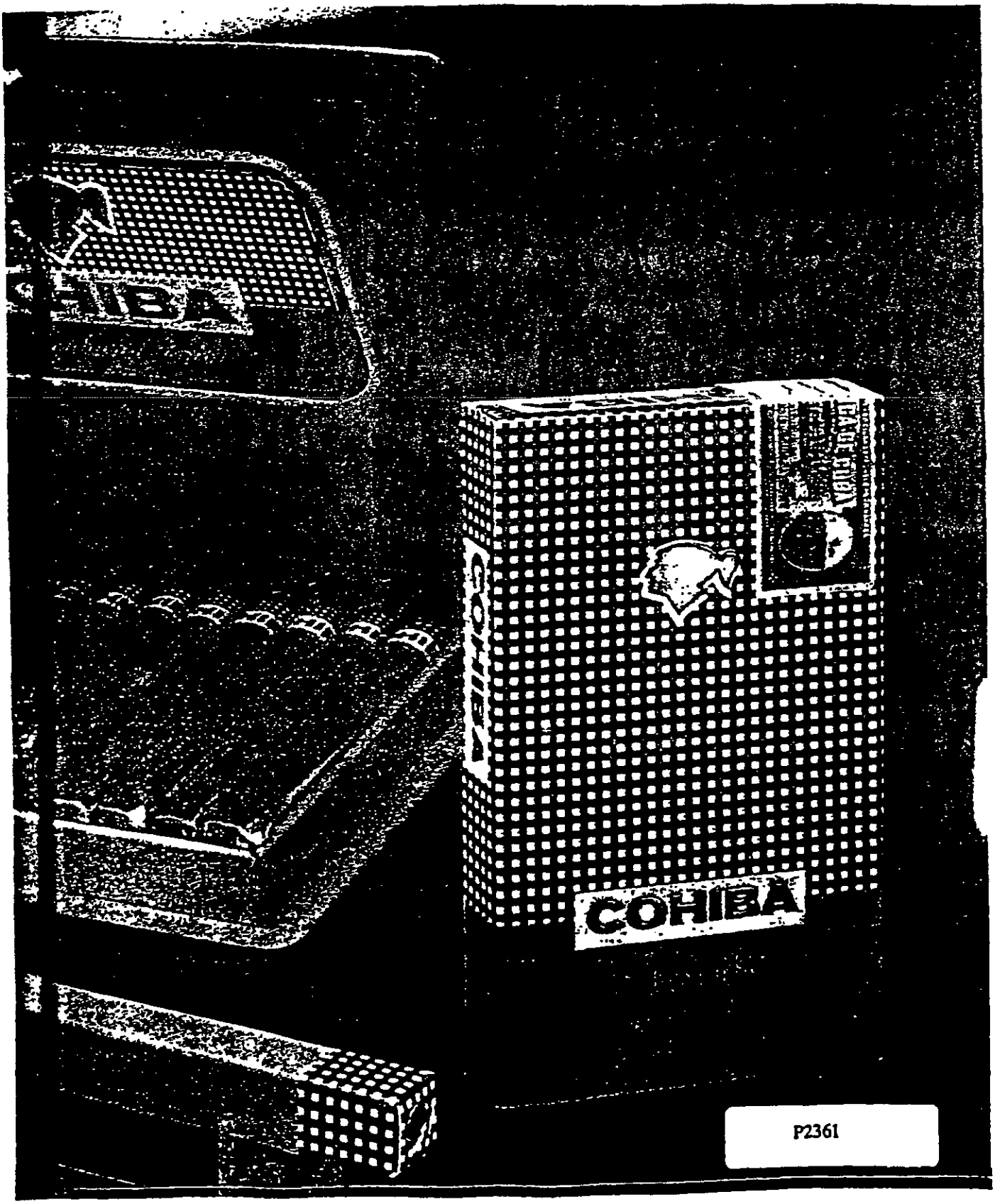
Nombre de Galera: Laguito No. 2
Dimensiones
Largo: 152 mm
Diámetro: 15,08 mm
Presentación: en estuches de madera barnizada de 25 y 50 puros y, en petacas de 5 puros.

P2358

COHIBA
ESPECIALES
CORONAS ESPECIALES
CORONAS ESPECIALES

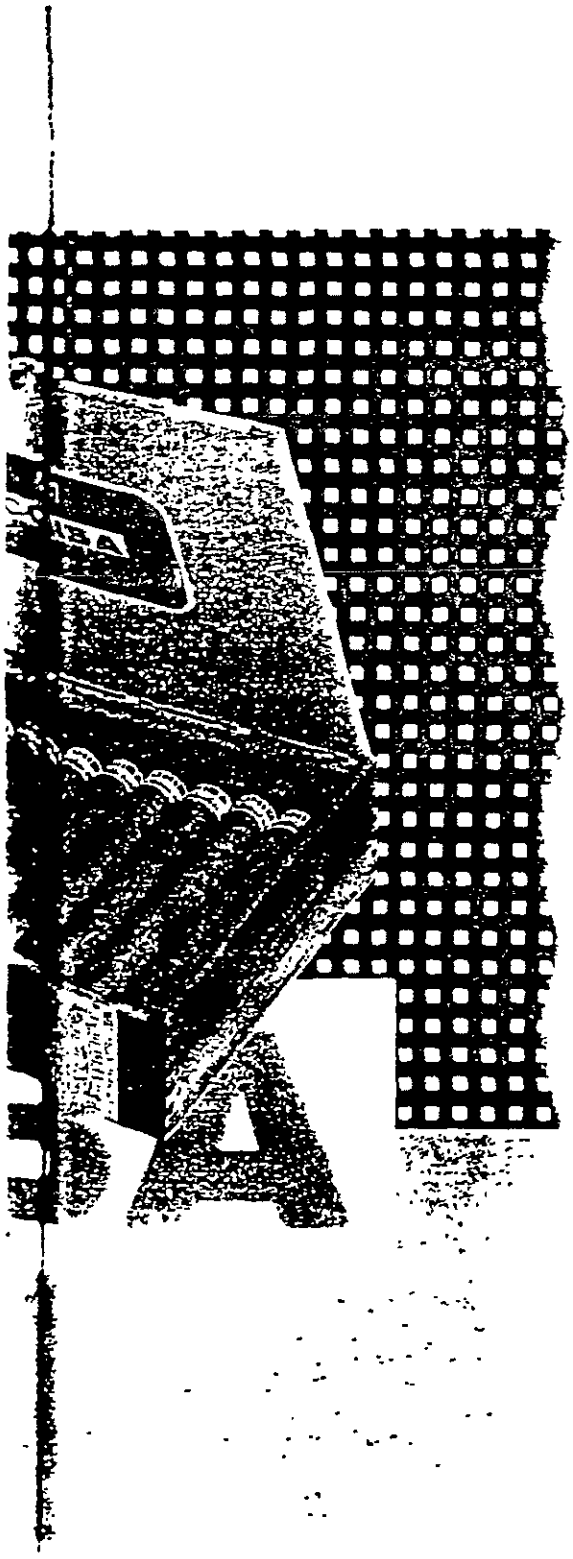
P2359


PANETELAS
Nada mejor para una fuma corta
Nombre de Galera: Laguito No. 3
Dimensiones
Largo: 115 mm
Diámetro: 10,32 mm
Presentación: en estuches de madera barnizada de 25 y 50 puros, y en petacas de 5 puros.
P2360



P2361

P2362



Primera ampliación del vitolario
(Serie No. 2 de Cohiba)

Después de una experiencia de seis años de comercialización internacional, un grupo de especialistas de Cubatabaco se enfrascó en la tarea de analizar la posibilidad de ampliación del vitolario de la marca COHIBA, con dos objetivos fundamentales brindar otras opciones a los fieles de esta marca y ganar nuevos consumidores amantes de determinadas vitolas tradicionales inexistentes con este nombre

Varios fueron los meses de trabajo de este Grupo Su primer objetivo estuvo centrado en determinar las vitolas que debían componer esta nueva serie de la marca COHIBA

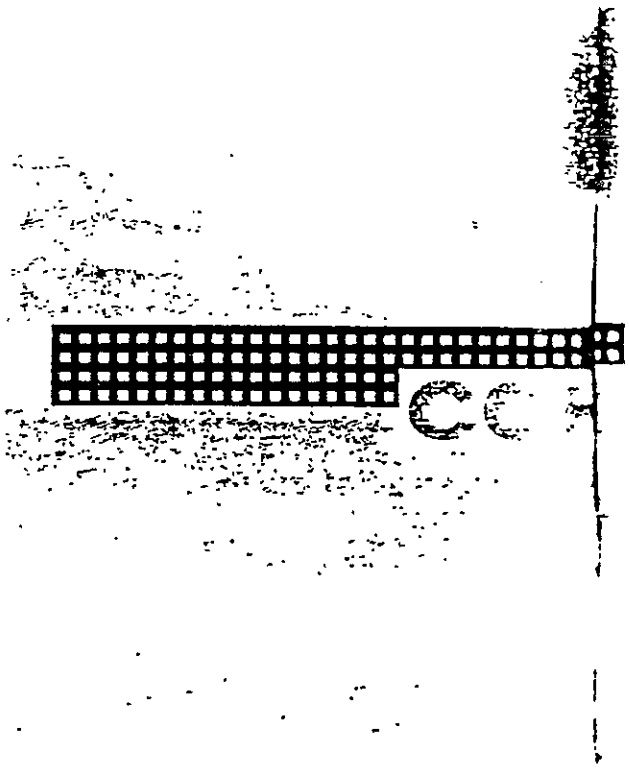
Tras discutir y examinar un grupo de posibles vitolas a incluir, se llegó a una primera conclusión necesariamente tenía que estar presente un tabaco de gran formato, por lo que se seleccionó la vitola Julieta (Churchill), una de las más representativas y dignas de formar parte de la marca COHIBA Se determinó nombrar a este nuevo tabaco del tipo Churchill, Espléndidos, por considerarse que no existía un adjetivo mejor para describirlo

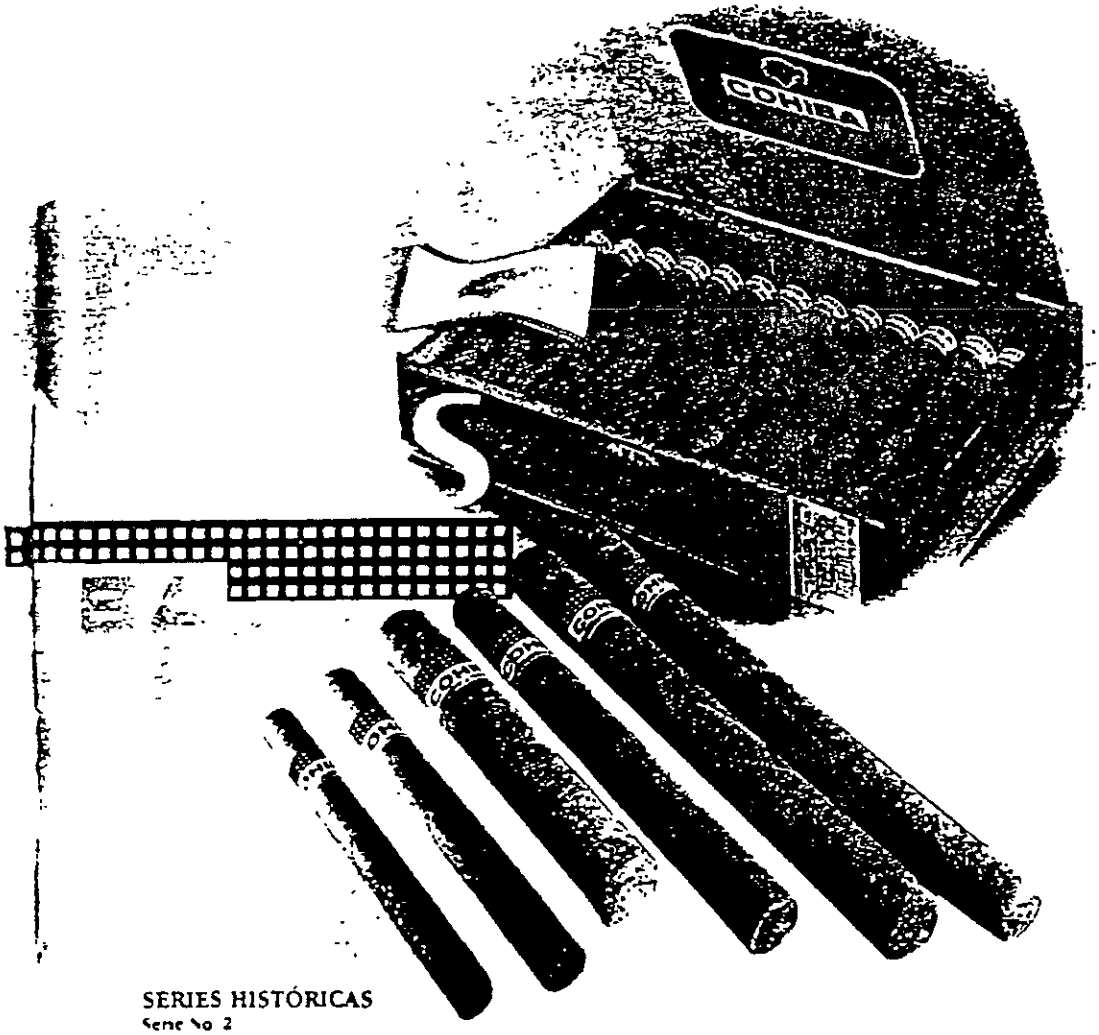
Siguiendo la política de utilizar vitolas de amplio diámetro y a fin de colocar un formato que garantizara la majestuosidad de los grandes, con una longitud más pequeña, se admitió incluir la vitola Robustos, con su mismo nombre de Galera, por dos razones nunca antes había sido utilizado como nombre de salida en otras marcas y por considerarse que este nombre lo tipificaba ampliamente

Por último, y con el objetivo de dar un toque de distinción a este nuevo vitolario de la marca, se aprobó incluir la vitola Seoane, que desde hacía mucho tiempo no estaba presente en los habanos, cuyas características, vinculadas al aroma de la ligada creada para ella, gestó un tabaco verdaderamente Exquisito, siendo ésta la razón de su denominación Tal vez otra de las razones tomadas en cuenta fue la preferencia de este formato por parte de Fidel Castro durante largo tiempo En la actualidad este tipo de tabaco sólo se encuentra presente dentro de la marca COHIBA

Otros de los aspectos más debatidos por el Grupo de especialistas de Cubatabaco, fue la definición de los envases a utilizar Unos estuvieron a favor de mantener la misma línea de estuches barnizados de la serie tradicional para mantener la homogeneidad de la marca y otros votaron por diferenciarlos precisamente para distinguir ambos grupos de vitolas

Después de varios debates se logró una variante intermedia a partir de la cual se seleccionaron cajones de madera, similares a los del Montecristo Especial, para los Espléndidos y los Exquisitos, y de corredera para los Robustos, pero todos barnizados De esta forma se logró un embalaje diferente al de la Serie tradicional y a su vez se mantuvo como denominador común, la utilización del barniz





SERIES HISTÓRICAS

Serie No 2

(miles de unidades)

VITOLAS	1989	1990	1991	1992	1993	1994	1995
ROBUSTOS	25 0	70.4	182 2	184.2	274 8	248.5	306.0
EXQUISITOS	36.9	114 0	101 1	111 3	86 [illegible]	148 2	189 2
ESPLENDIDOS	58.0	24 4	58 6	193 8	165 9	79.4	196 5
TOTAL	119 9	208 8	341 9	489 4	527 [illegible]	475 9	691 [illegible]

P2365

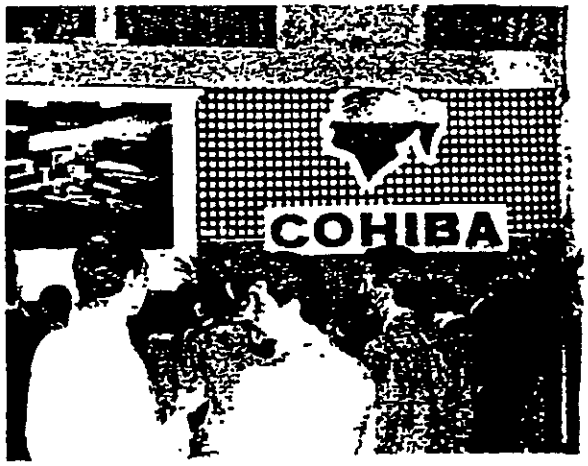
A partir de las mismas razones tomadas en cuenta para el lanzamiento internacional de la marca COHIBA, la Serie No. 2 fue presentada en el Hotel Ritz de Madrid, en 1989, al cual asistieron altos funcionarios de Cubatabaco, Coiba S.A., entidad responsabilizada con la promoción de los habanos en la Península y de Tabacalera S.A., distribuidora de dicho producto en España, así como detallistas y personalidades locales e internacionales vinculadas al mundo de los habanos y de COHIBA en particular

Lanzamiento de la segunda serie de COHIBA en el Hotel Ritz de Madrid.

1. Gregorio Socorro, distribuidor exclusivo de Habanos en Islas Canarias y Jaime Mas expresidente de Coiba S. A.

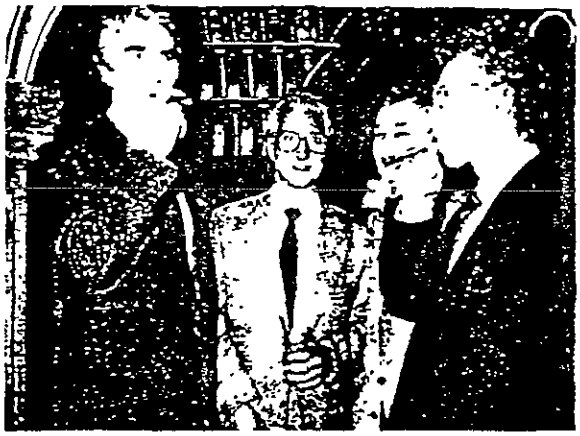
2.-3. Planos del lanzamiento

4 Gregorio Socorro admirando el arte de hacer un COHIBA



P2367

También se realizó una presentación en Francia el 10 de octubre de ese propio año, en Castel-Princesse, sito en el no 15 de la calle Princesse de París, que fue todo un éxito y coincidió, además con la introducción de la marca en el mercado francés. Los consumidores galos tuvieron el placer de adquirir los tan codiciados COHIBA en su propio territorio a partir del 20 de octubre de 1989, ya que hasta ese momento sólo estuvieron de venta en España y en los Duty-Free.



Lanzamiento en París.

P2368

1 Los Srs J C Narcy TF 1 Televisión, Roberto Yaccb Director COPROVA

2 El señor Atelino Lara, torciendo para los invitados

3. Los señores Braulio Garcia ex director de COPROVA y Flores Ibarra embajador de Cuba

4. Los señores Jean Castel y Samuel Fuller

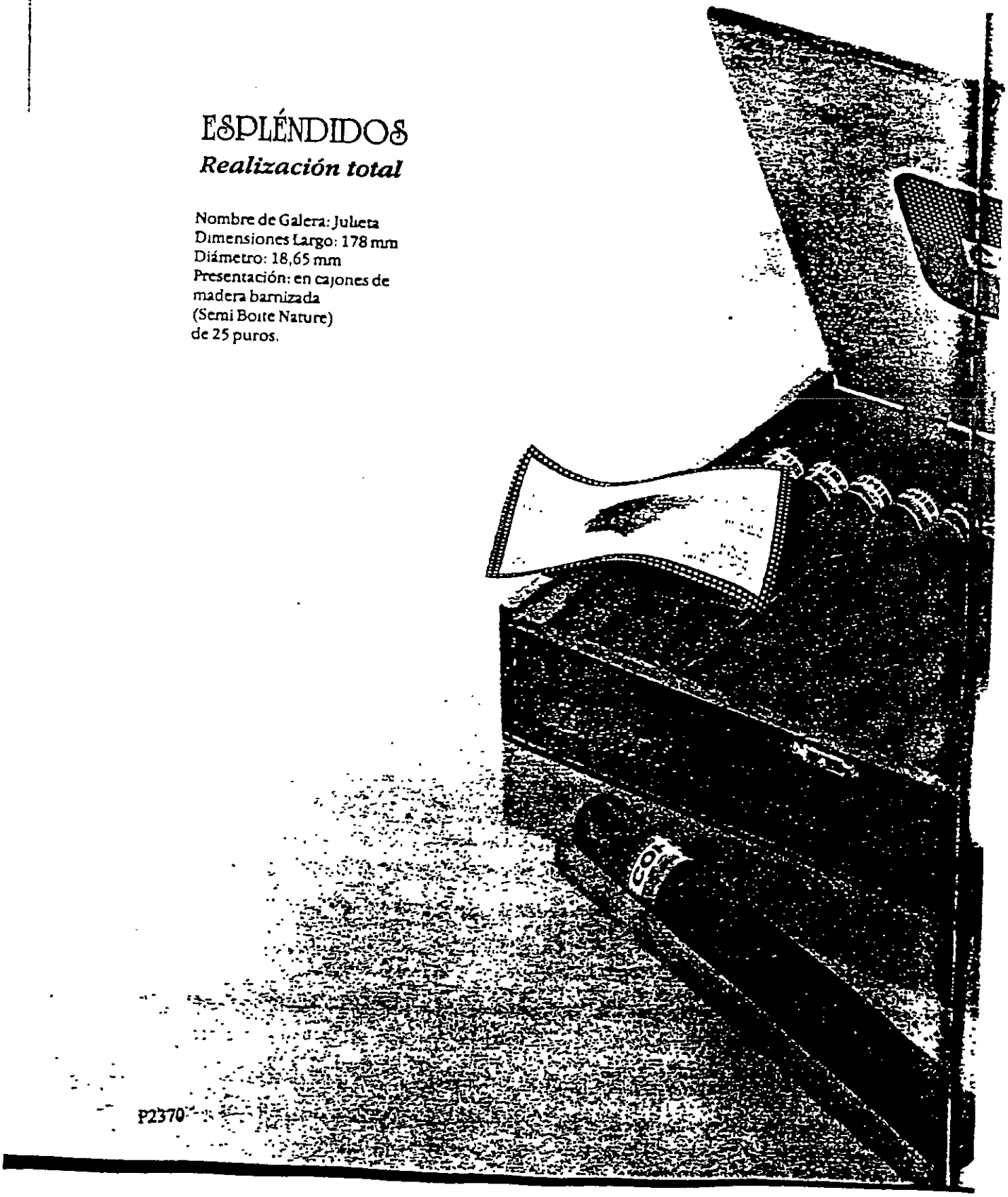
5 Los señores Bernard Chapuis y J P de Lucovich conversando con otro invitado

P2369

ESPLÉNDIDOS

Realización total

Nombre de Galera: Julieta
Dimensiones Largo: 178 mm
Diámetro: 18,65 mm
Presentación: en cajones de madera barnizada (Semi Boite Nature) de 25 puros.



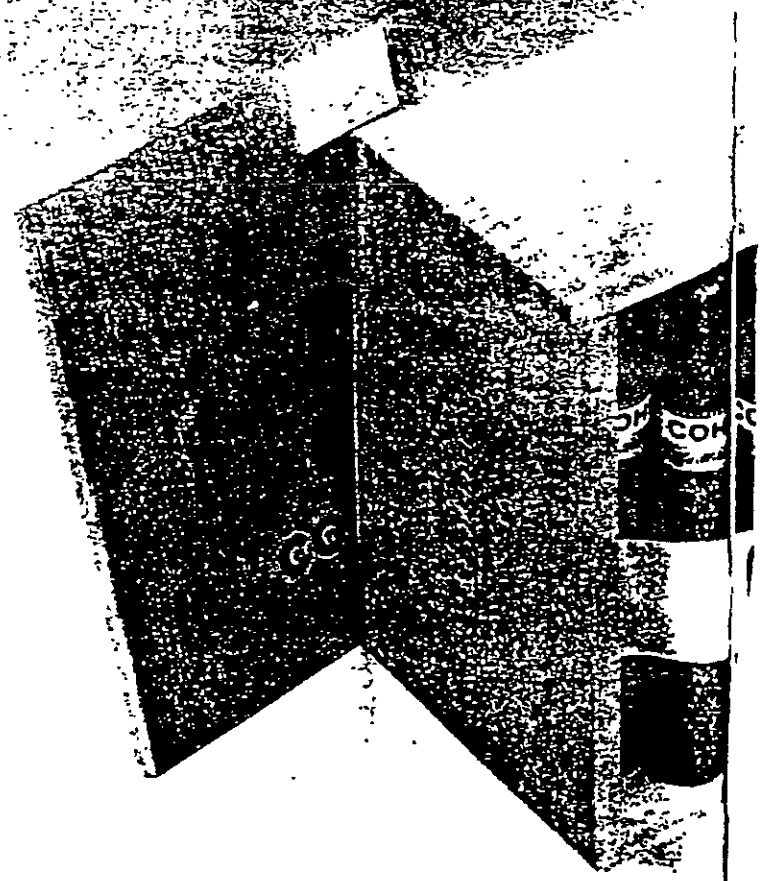
P2370

TOSHIBA

ROBUSTOS

El placer de los grandes en poco tiempo

Nombre de Galera: Robusto
Dimensiones
Largo: 124 mm
Diámetro: 19,84 mm
Presentación: en cajones de madera barnizada, con cierre de corredera, de 25 puros.



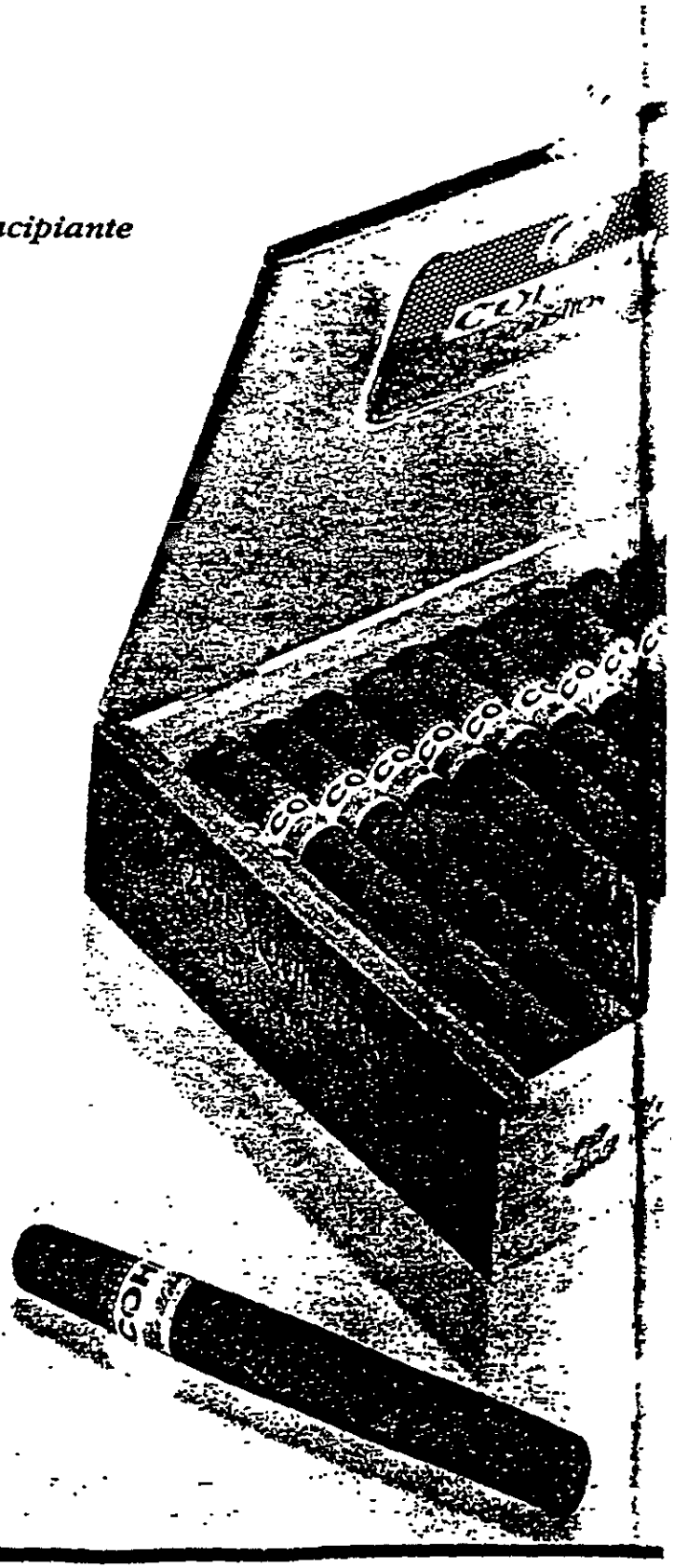
P2372

P2373

EXQUISITOS

Nada mejor para un principiante

Nombre de Galera: Seoane
Dimensiones
Largo: 125 mm
Diámetro: 14,29 mm
Presentación: en cajones de madera barniza (Semi Boite Nature) de 25 puros.



P2374

P2376

Segunda ampliación del vitolario

(Línea 1492)

A fines del año 1991, al acordarse descontinuar dentro de los habanos la marca Davidoff, se creó en el mercado la expectativa sobre la solución que daría Cubatabaco a los consumidores habituales de esa marca. La búsqueda de la referida solución se encargó a su Subdirección de Desarrollo, que luego de un minucioso análisis de las necesidades de los consumidores, en cuanto a gustos, formatos y precios, así como de las posibilidades de producción, propuso introducir una nueva serie en la marca COHIBA, con la que se cubrió además otro requerimiento: ampliar la posibilidad de la marca para satisfacer el gusto de los más exigentes fumadores.

Uno de los aspectos más debatidos por los especialistas de marketing de Cubatabaco, estuvo dado en la selección del vitolario a incorporar dentro de la nueva serie. Sobre este tema la actual Directora de marketing de Habanos S.A. nos manifestó que la elección se basó en las tendencias existentes en el mercado con relación a los diversos formatos, de manera tal que COHIBA pudiera acceder a un segmento consumidor mayor. De esta forma, las vitolas de galera seleccionadas: Dalia, Corona Grande, Corona Gorda, Mareva y Perla, cubrían un espacio vacío en el segmento de altos precios.

P2377

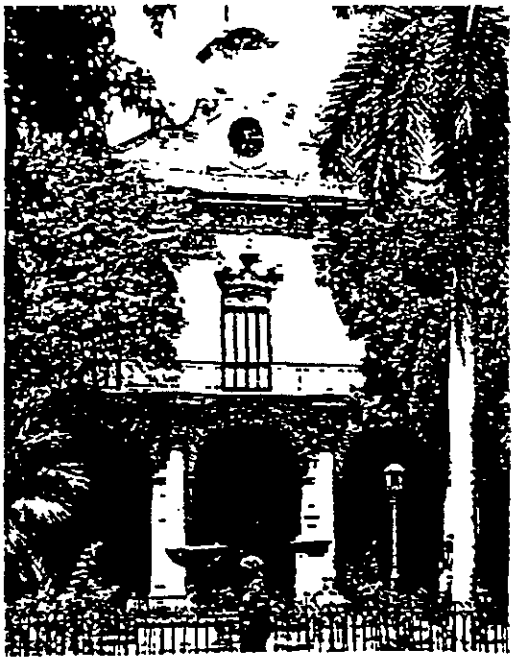
La ligada propuesta y la gama de colores elegidas para esta nueva serie, resultó del trabajo conjunto entre los expertos de la industria tabacalera cubana y del Departamento Técnico de Cubatabaco Finalmente se determinó conformar una ligada más suave al paladar con relación a la línea clásica, siendo ese uno de los elementos que la diferencia de los vitolarios anteriores

La presentación de esta nueva serie en mazos, dentro de cajones de madera barnizada con cierre de corredera, añadió a COHIBA una línea de envases altamente demandada, dándole al nuevo producto un toque de frescura y elegancia

El lanzamiento al mundo del nuevo vitolario de COHIBA como homenaje al medio milenio del encuentro de las dos culturas tuvo lugar en el Museo de la Ciudad de La Habana, antiguo Palacio de los Capitanes Generales, el 4 de noviembre de 1992

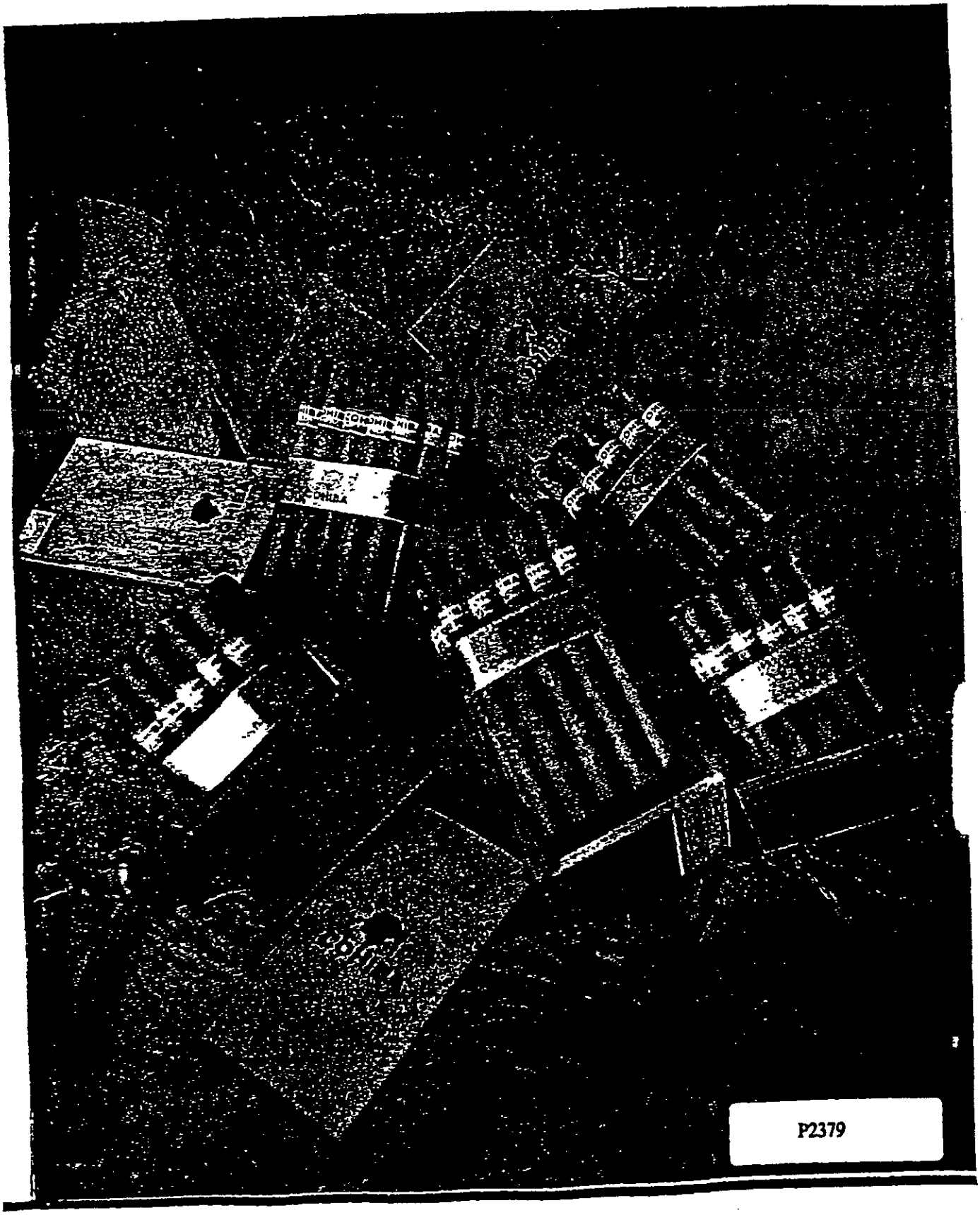
También por los mismos motivos Cubatabaco desarrolló en La Habana, del 2 al 4 de noviembre de 1992, la Conferencia Internacional V Centenario del Descubrimiento del Tabaco. Cerca de doscientas personalidades del mundo tabacalero, los negocios, la cultura y la prensa de más de veinte países, se dieron cita en La Habana para desarrollar un amplio programa de intercambio de criterios y de visitas a lugares de interés cultural e histórico

Este marco resultó insuperable para hacer pública la Línea 1492, que lanzó al mundo sus vitolas Siglo I, Siglo II, Siglo III, Siglo IV y Siglo V, en homenaje perpetuo a cada uno de los siglos que nos separan del encuentro del hombre europeo con el COHIBA, el primer nombre del tabaco.

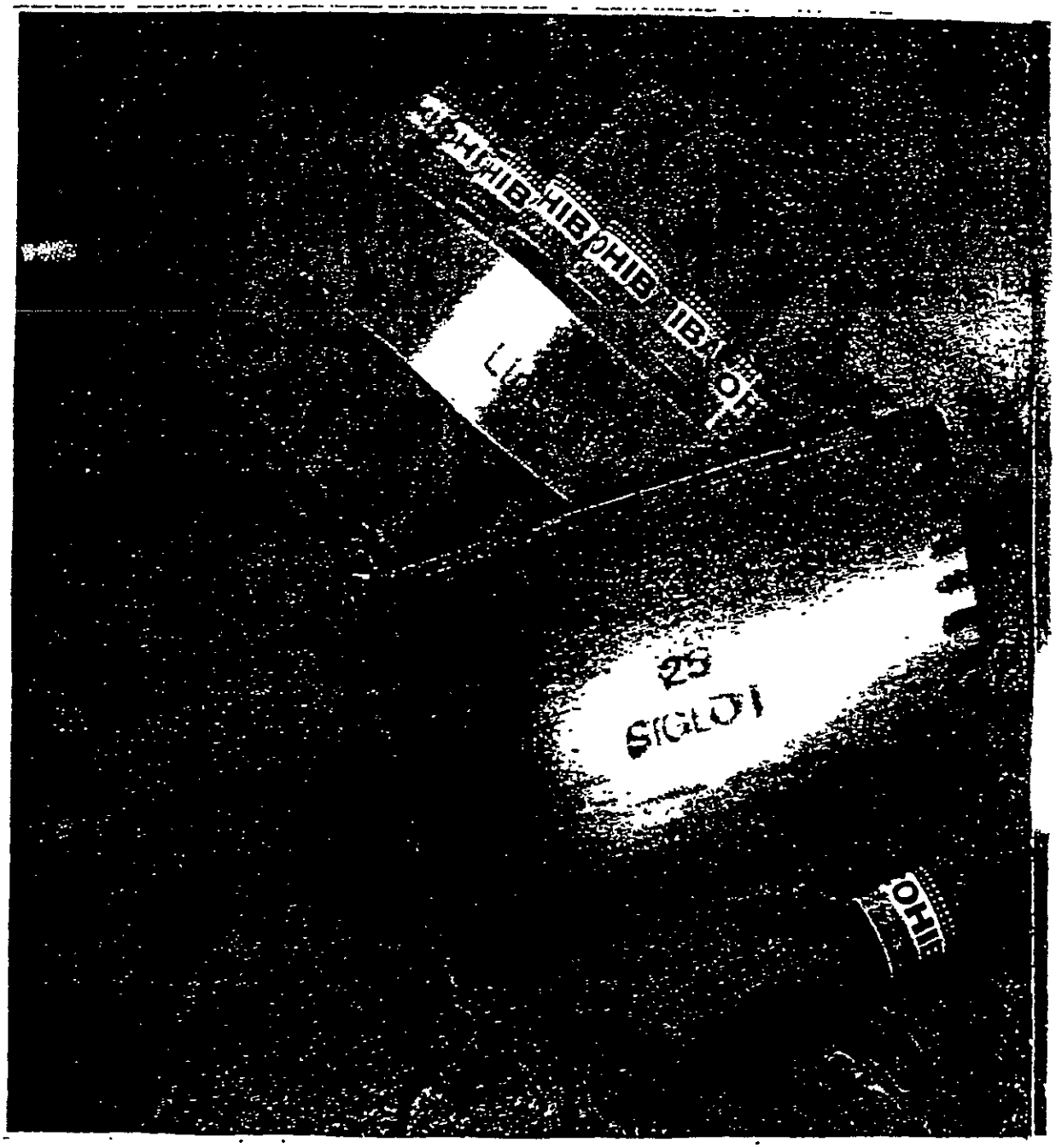


1 Grafica de la revista Cigar Aficionado *en la presentacion de la Linea 1492*

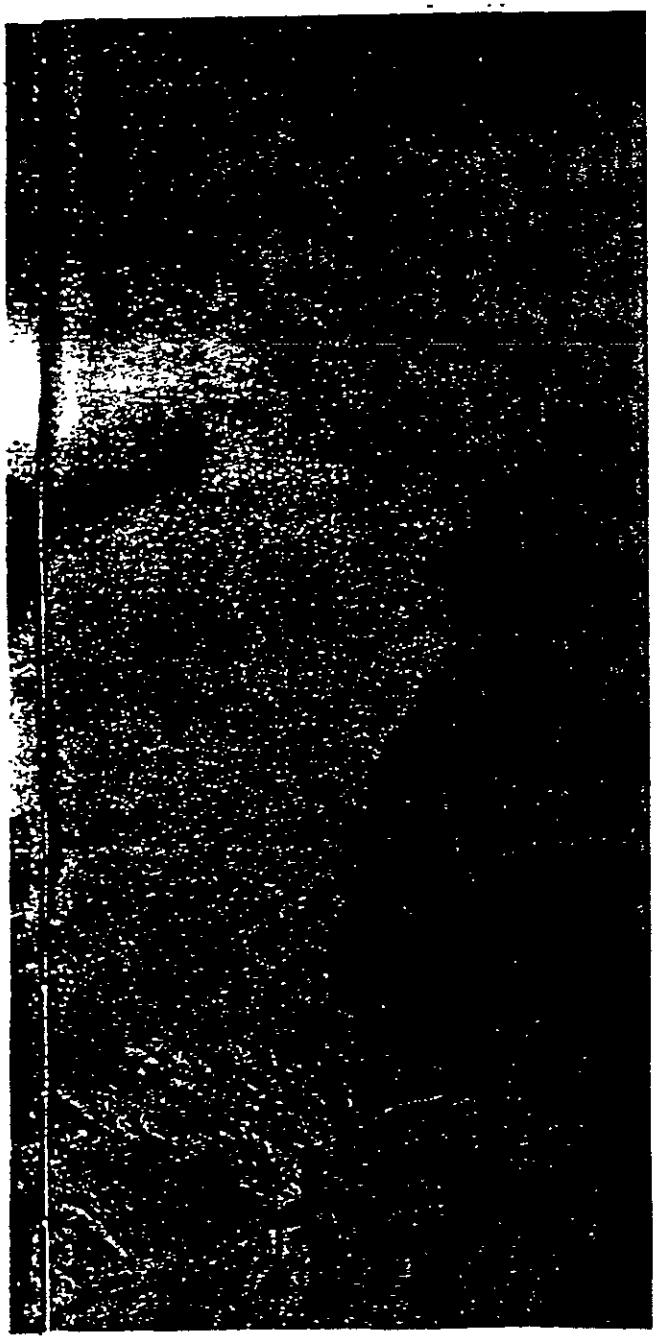
2. Palacio de los Capitanes Generales.



P2379



P2380



SIGLO I

El placer más breve

Nombre de Galera Perla

Dimensiones
Largo 102 mm
Diámetro 15.87 mm
Presentación. en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2381

P2382

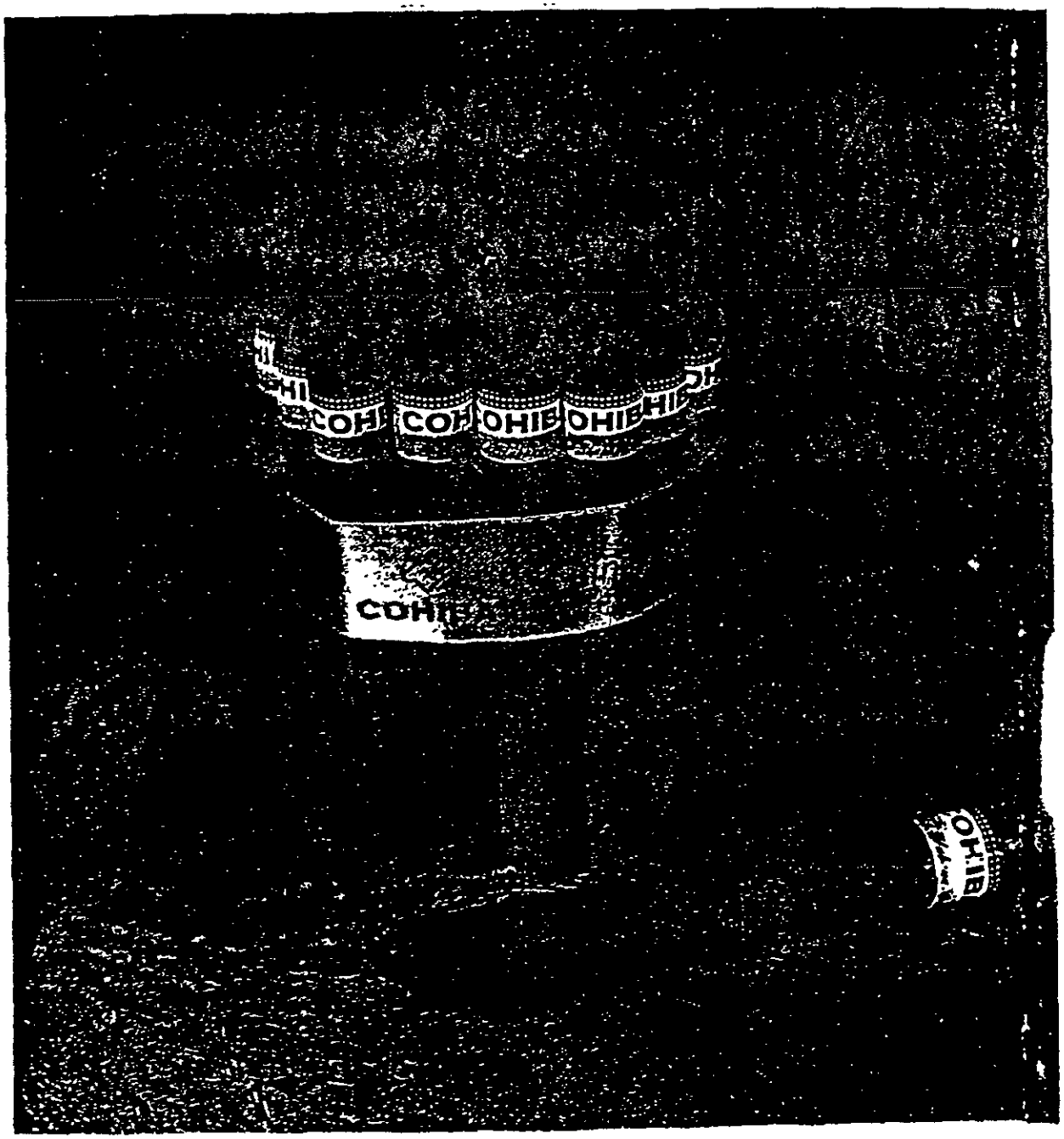
SIGLO II

El más popular

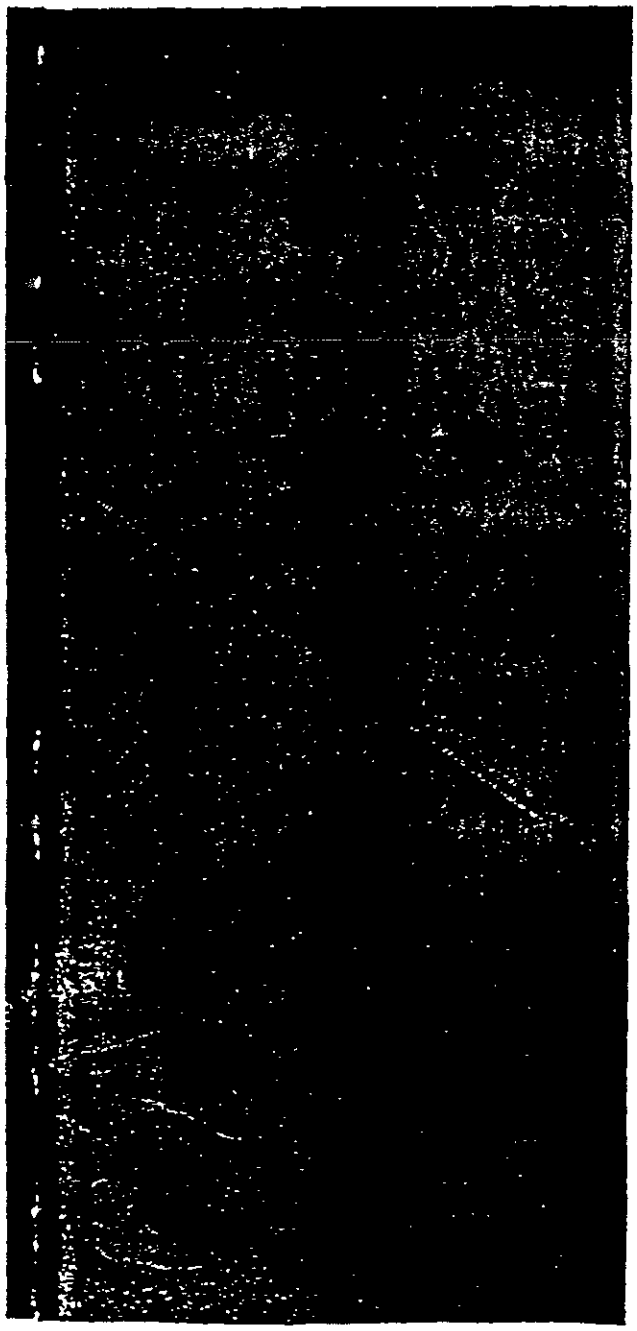
Nombre de Galera Mareva

Dimensiones
Largo. 129 mm
Diámetro 16 67 mm
Presentación en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2383



P2384



SIGLO III

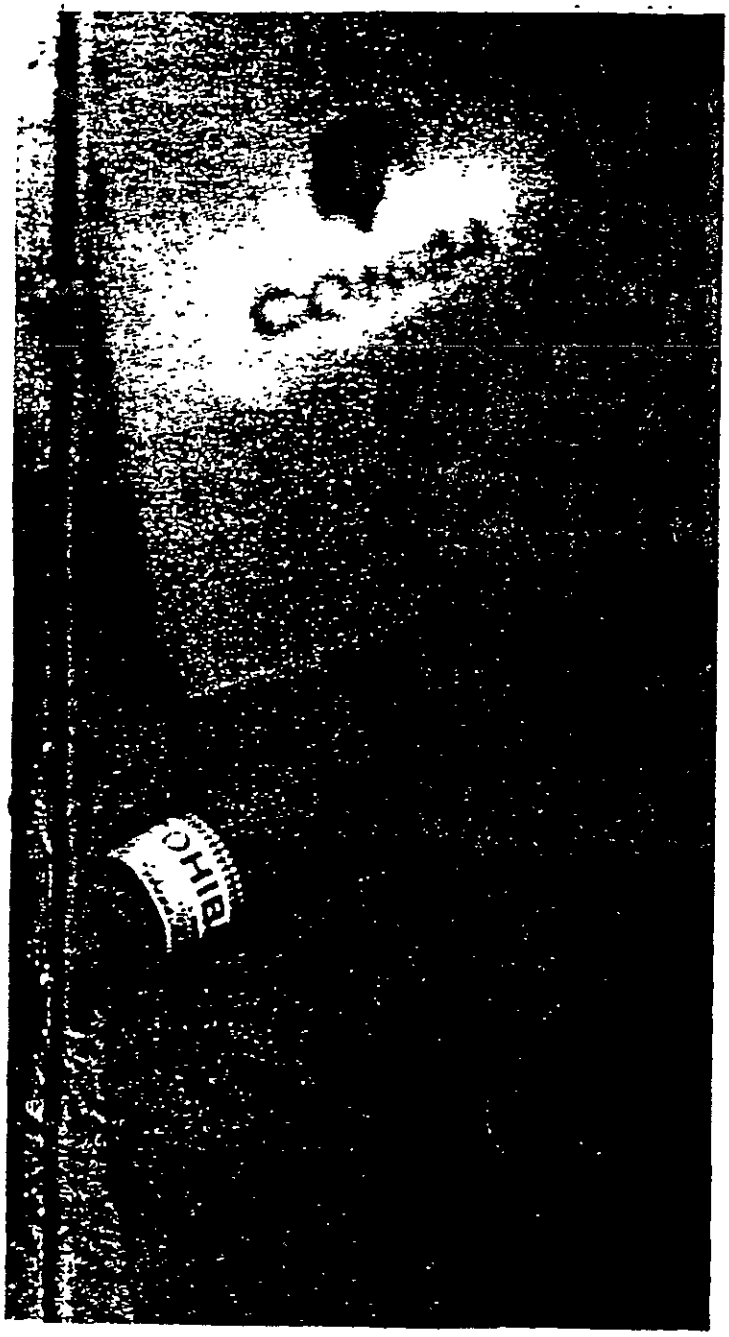
El Ideal para el disfrute de una buena cena

Nombre de Galera
Corona Grande

Dimensiones
Largo 155 mm
Diámetro. 16 6~ mm
Presentación en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2385

P2386



SIGLO IV

Majestuoso

Nombre de Galera
Corona Gorda

Dimensiones
Largo: 143 mm
Diámetro 18 26 mm
Presentación en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2387

P2388

SIGLO V

La elegancia por excelencia

Nombre de Galera. Dalia

Dimensiones
Largo: 170 mm
Diámetro: 17.07 mm
Presentación: en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2389

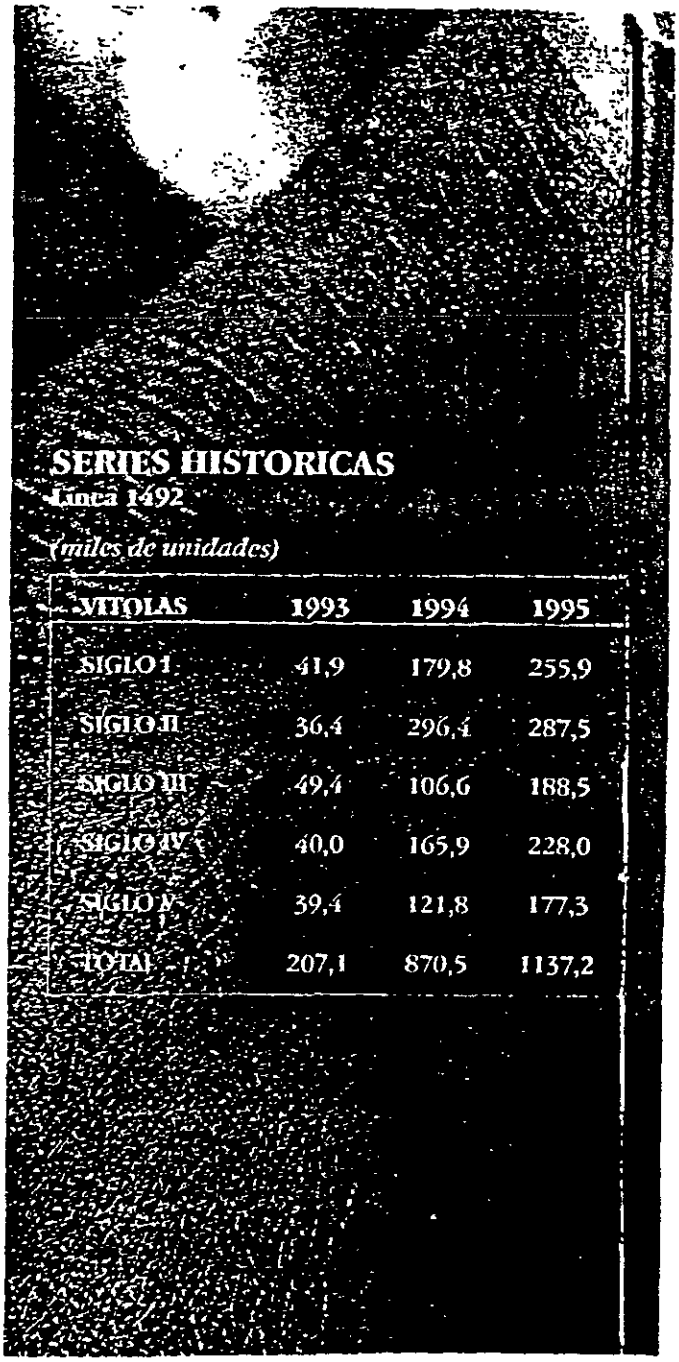
Elitista y exclusivo

A las puertas de los quince años de su comercialización internacional, Francisco Raúl Pendás, Director Comercial de tabaco torcido de Habanos S.A. manifiesta que "las exportaciones de COHIBA representaron un 4 % del total de habanos exportados durante el año 1995. Debido precisamente a su carácter elitista y exclusivo, lo cual se mantendrá en el futuro con independencia de que se aumenten los niveles productivos o se incorporen nuevas vitolas, COHIBA nunca llegará a ser una marca masiva."

Al analizar las ventas de las series históricas de los tres vitolarios de la marca, se evidenció que en 1995 se exportaron 3 047,4 MU* (miles de unidades) de COHIBA. De ellos 1 218,5 MU correspondieron a la Serie Tradicional, lo cual la ratifica como la más vendida, al igual que su vitola Coronas Especiales que se colocó en el primer lugar de las once vitolas con 592,0 MU comercializadas durante ese año. Agrega Pendás:

> En la comercialización del COHIBA, al igual que en las restantes marcas, nuestros Distribuidores Exclusivos han jugado un papel fundamental. Ellos constituyen nuestros ojos en cada territorio.
>
> En 1995 España continuó siendo el mayor mercado de esta marca, con un nivel de 913,2 MU. A este país le siguieron en orden descendente: los territorios de África y Medio Oriente con 455,2 MU, Suiza con 253,8 MU y Reino Unido con 228,0 MU.

En cuanto a las perspectivas de ampliación de su vitolario, Francisco Linares Calvo, Presidente de Habanos S.A., comenta.

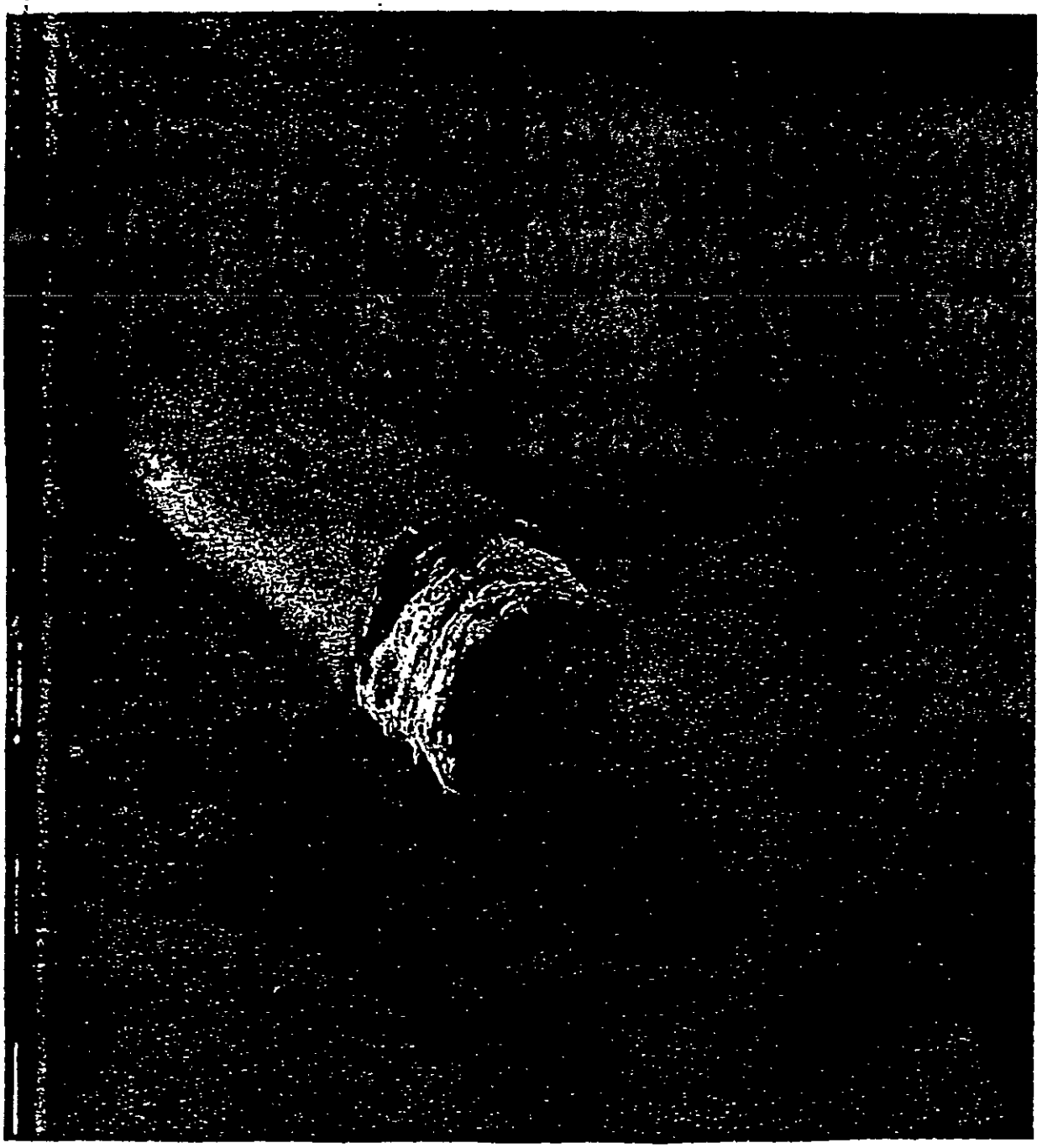


SERIES HISTORICAS

Línea 1492

(miles de unidades)

VITOLAS	1993	1994	1995
SIGLO I	41,9	179,8	255,9
SIGLO II	36,4	296,4	287,5
SIGLO III	49,4	106,6	188,5
SIGLO IV	40,0	165,9	228,0
SIGLO V	39,4	121,8	177,3
TOTAL	207,1	870,5	1137,2

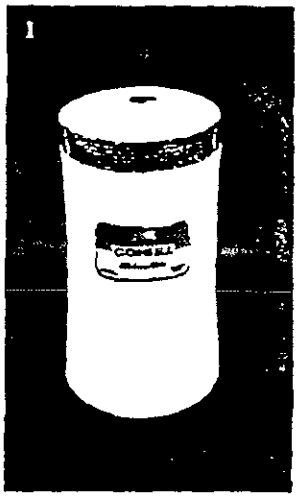


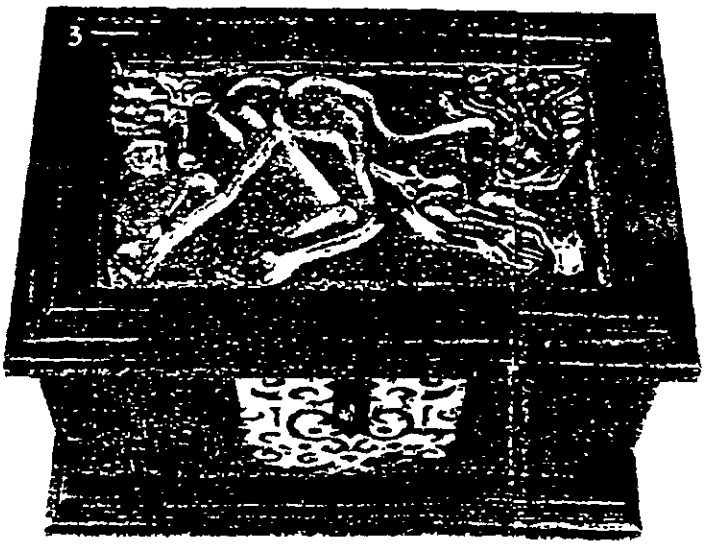
P2391

El vitolario de la marca COHIBA cubre un espectro bastante amplio del gusto del fumador en cuanto a formatos. No obstante, aún está carente por ejemplo de una vitola figurada o de un tabaco de gran formato e incluso de una presentación diferente a la tradicional.
Algunas experiencias y pruebas de mercado se han realizado en ese sentido. En La Cena del Siglo desarrollada por la revista *Cigar Aficionado*, en París en 1993, se degustó por primera vez un Torpedo y una Gran Corona en COHIBA. Estas vitolas, en particular el Torpedo han continuado utilizandose de forma muy limitada en cenas y subastas en diferentes lugares del mundo.

Con motivo de los festejos por el Aniversario 30 de la marca se prepararon estuches de madera con una nueva vitola creada especialmente para la ocasión denominada Robusto Especial. Este nuevo formato creado por Jorge Artiles, torcedor del Laguito (198 mm de largo incluyendo la perilla y 19.84 mm de diametro), puede transformarse en el futuro en uno de los preferidos de los seguidores del COHIBA.

También para esta celebración se puso a la venta una jarra de porcelana española, concebida para la vitola Siglo V (Dalia) y se organizó la Subasta de un cajón contenido de una selección de todo el vitolario de la marca el cual incluye en la cubierta una obra en pan de oro del pintor ecuatoriano Osvaldo Guayasamín.





1-2. Jarra de porcelana española para la vitola Siglo V.

3. Cajón con cubierta en pan de oro de Osvaldo Guayasamín

4. Vitola Robusto Especial

P2393

P2394

Imagen marcaria

Cubatabaco como parte de la estrategia de comunicación para potenciar la imagen de la marca, encargó el diseño publicitario de COHIBA a la Agencia de Publicidad española Creactual S.A., la cual sometió su propuesta a consideración de esta entidad. La decisión se tomó en la Primera Reunión de Presidentes de las Empresas Distribuidoras de habanos, celebrada en La Habana en 1990.

Antes de adoptar la estrategia de crear una única imagen de marca a difundir en el mundo entero, se habían utilizado otras, bien por Cubatabaco o por sus Distribuidores, las que no respondían a la necesidad de transmitir un mensaje estéticamente exclusivo y elitista

La idea seleccionada correspondió al diseñador español Benjamin Echevarra. La misma se sustenta en una sobriedad total, que transmite elegancia, lujo y calidad, en la que predomina el fondo negro como punto de contacto con el color institucional del producto habano Muchas pueden ser las interpretaciones, pero no cabe dudas que subyace el concepto de su propio slogan, *El primer nombre del tabaco*

La rasgadura gris de menor a mayor sobre el fondo negro, bien pudiera significar el largo viaje del COHIBA durante estos

Muestras de imagenes publicitarias utilizadas en diferentes mercados antes de la adopcion de la actual y unica.

cinco siglos, desde su existencia originaria como mito hasta su aplastante realidad placentera, mientras que otros pudieran considerarla la silueta en penumbras de la costa cubana, por la que desembarcó el Almirante Cristóbal Colón el 28 de octubre de 1492 Según el propio creador, además de la posibilidad de transmitir todo lo anterior, este cambio de color se introdujo con el objetivo de destacar aún más el logo y nombre de la marca.

Dos son los elementos que saltan de inmediato a la vista de cualquier persona que observe esta imagen tan sublime como el producto mismo Uno de ellos puede tener múltiples interpretaciones. Nos referimos, bien a ese sol naciente que ilumina la recta final del largo recorrido emprendido por Colón, bien al orificio, por medio del cual, el tesoro oculto del COHIBA contempla el sol que indica estar muy cercana la posibilidad de convertirse en realidad o, simplemente, el destello perdurable de un COHIBA al ser tirado fuertemente por un fumador privilegiado Con este elemento en naranja, se logra además un punto de contacto con igual color del envase, lo cual resultó de especial interés para el diseñador

El segundo elemento viene dado por la desafiante imagen del indio y la palabra COHIBA, fundidas en oro, en señal de total perdurabilidad dominio, grandeza y aplastante exclusividad

Propuesta de imagen publicitaria previa a la definitiva.

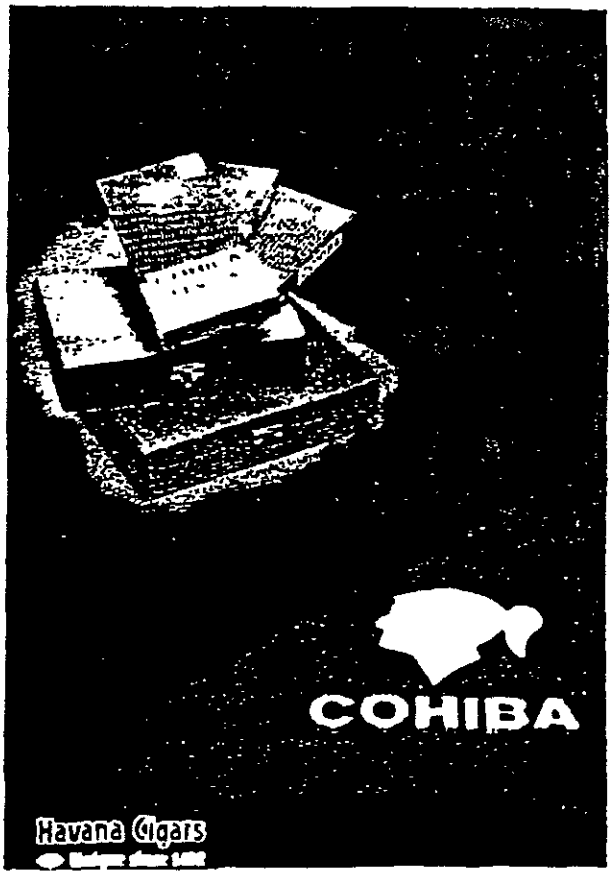
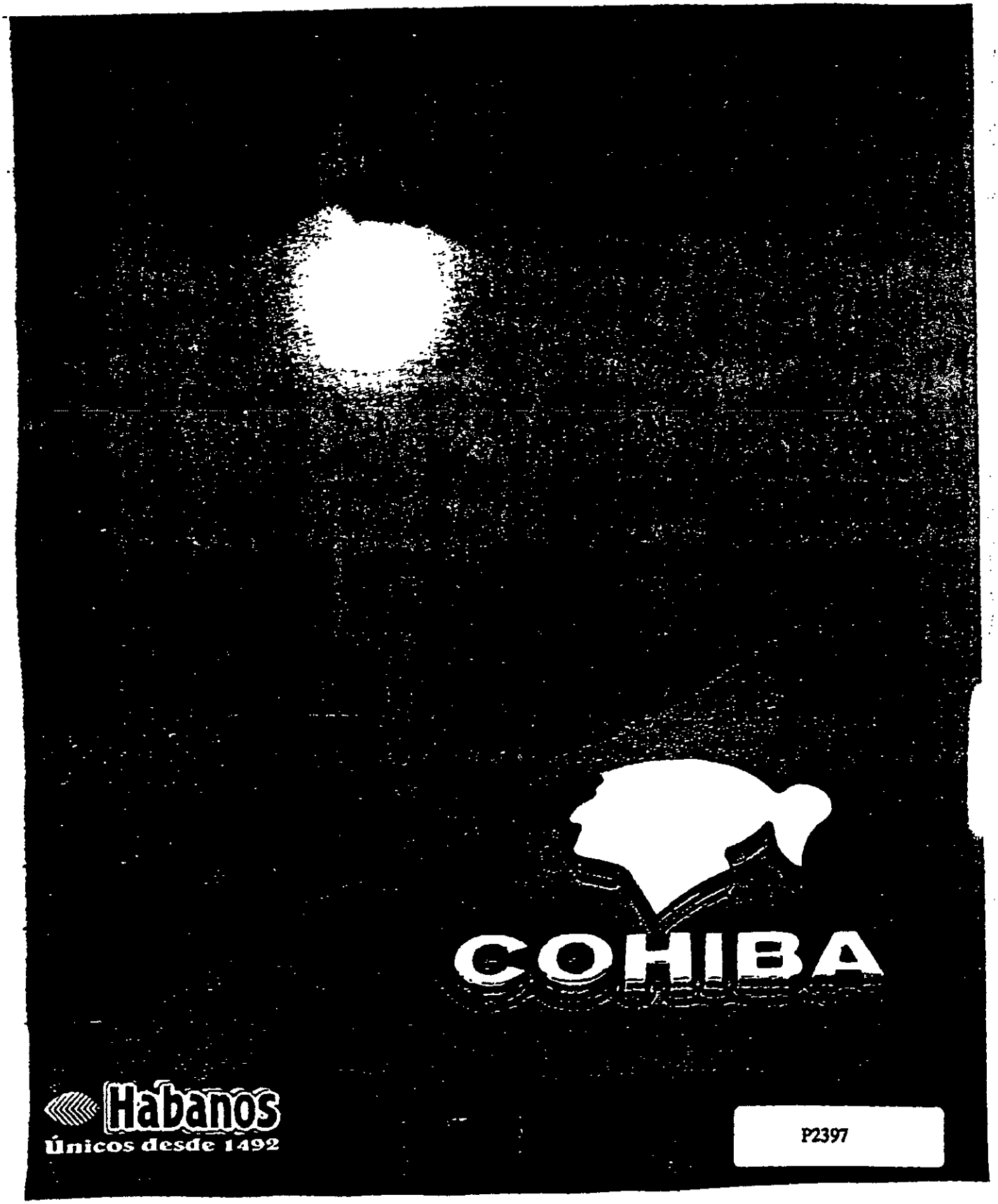


Imagen publicitaria definitiva


COHIBA
Habanos
Únicos desde 1492
P2397

Diversificación marcaria

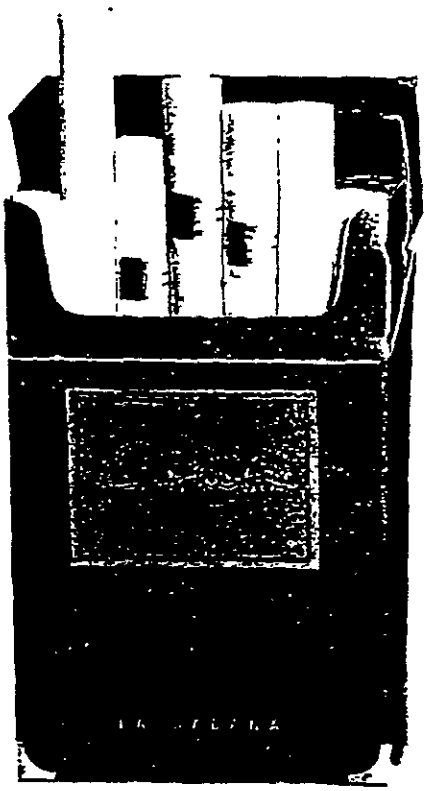
La diversificación en el uso de las marcas es un fenómeno muy de moda en el último tercio de este siglo. Con fines muy controvertidos de publicidad indirecta, al tiempo que fuente de ingresos adicionales, el mundo tabacalero no ha escapado de las tendencias mundiales.

Para evitar las consecuencias negativas que se producen en la imagen de una marca, cuando en algunos casos no se perfila de forma correcta la diversificación marcaria, COHIBA sólo ha estado destinada a utilizarse en otros productos tabacaleros y en artículos para fumadores, siempre sobre la base del principio de absoluta calidad en correspondencia con la imagen elitista de esta marca.

Cigarrillos Negros COHIBA

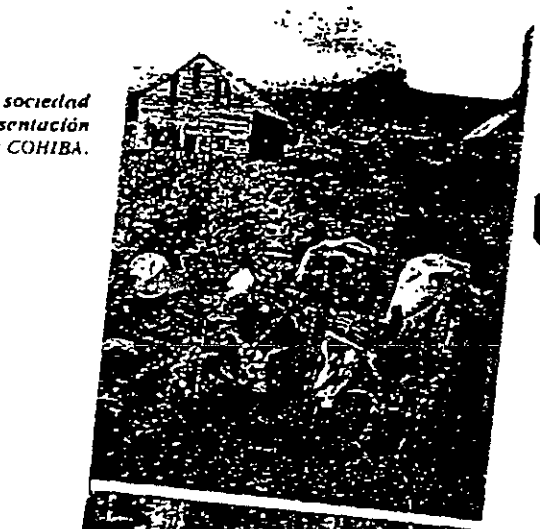
El primer producto elaborado dentro de esta nueva línea de trabajo fue Cigarrillos Negros COHIBA, en 1987, fabricados bajo licencia por la Compañía CITA Tabacos de Canarias S.A. Estos cigarrillos son elaborados 100 % con rama negra cubana, a partir de una ligada previamente seleccionada por verdaderos conocedores del tabaco en rama cubano.

Los cigarrillos fueron comercializados en una primera etapa con un diseño creado especialmente. Desde el punto de vista anecdótico cabe decir, que la caligrafía utilizada en el nombre de marca corresponde a la de Jaime Más Manzanares, antiguo Director de Cubatabaco y de Coiba S.A. Posteriormente y con el objetivo de que la imagen del cigarrillo coincidiera con la de COHIBA Habano, se decidió modificar el diseño del envase y se hizo un nuevo lanzamiento por parte de CITA basado en el mensaje. *Su sabor natural viene de Cuba*.

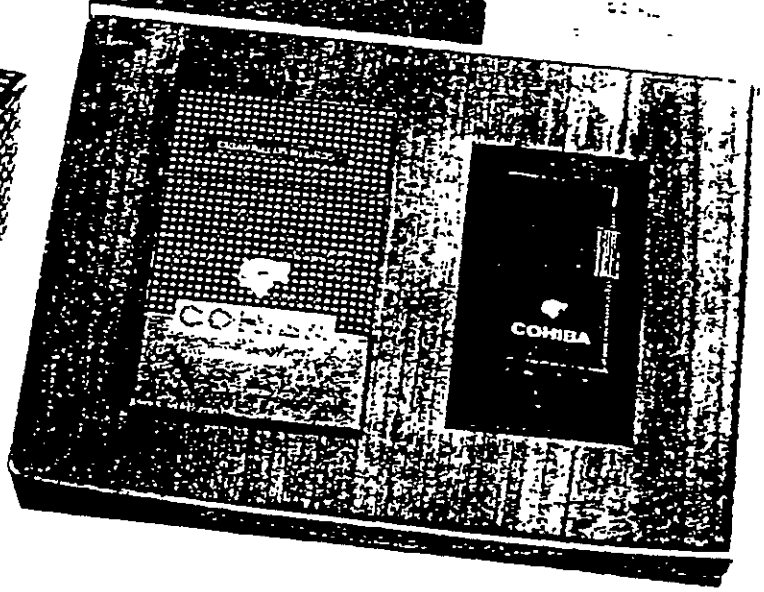


P2398

Souvenir obsequiado por la sociedad canaria CITA en la presentación del nuevo envase de los cigarrillos negros COHIBA.



Su sabor natural viene de Cuba.



Primer envase (fuera de uso) de cigarrillos negros COHIBA y muestra del actual, adecuado a la imagen del COHIBA habano

P2399

Mini COHIBA

A partir del 17 de noviembre de 1994 vio la luz un nuevo producto de esta marca. Esta vez fue el resultado de un minucioso trabajo realizado entre especialistas de la SEITA (Francia) y Cubatabaco. El mini COHIBA, fabricado en la manufactura de Stramburgo, establecida desde 1849 en el corazon de la ciudad Alsacienne, resulta de la unión de una excelente materia prima 100 % cubana, escogida especialmente para este proyecto y del *savoir-faire* de la SEITA en materia de fabricación.

Elegante y refinado, el Mini COHIBA posee la plenitud del gusto, el dulzor y el aroma incomparable de los habanos. Con éste, los principiantes se adentran en el futuro mundo de los habanos y los amateurs logran en un instante disfrutar su grandeza.

Con el objetivo de conocer las características del lanzamiento de este producto que resulta cada vez de más amplia demanda, visitamos a Madame Gisèlle Sahut, Jefe de productos en la SEITA, la que gustosamente nos informo al respecto.

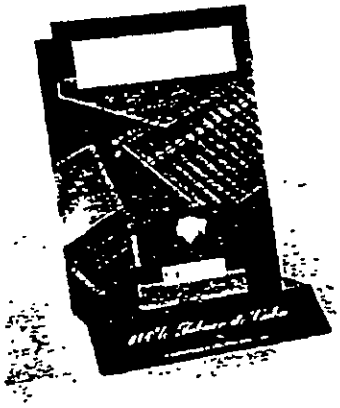
El lanzamiento se realizo en el mejor lugar para representar la leyenda, la tradición y el lujo que están asociados a esta marca. El fabuloso tren internacional Orient Express, que realizo su primer viaje el 4 de octubre de 1883 y que se encuentra decorado por artistas de renombre mundial, fue escogido como marco excepcional para este producto excepcional.

La velada nocturna se organizó en una zona delimitada de una estación parisiense, en la que estuvo presente en todas sus manifestaciones el ambiente de la isla caribeña. Participaron alrededor de ciento setenta personas que tuvieron el placer de presenciar el lanzamiento internacional de este producto.

1. El señor Bruno Vuitille, director de Cigarros de la SEITA.

2. Los señores Raul Roa Kourri, embajador de Cuba en Francia y Ramon Julia, Consejero Comercial.

Souvenir obsequiado por la SEITA en el lanzamiento del Mini COHIBA y expositor del producto.

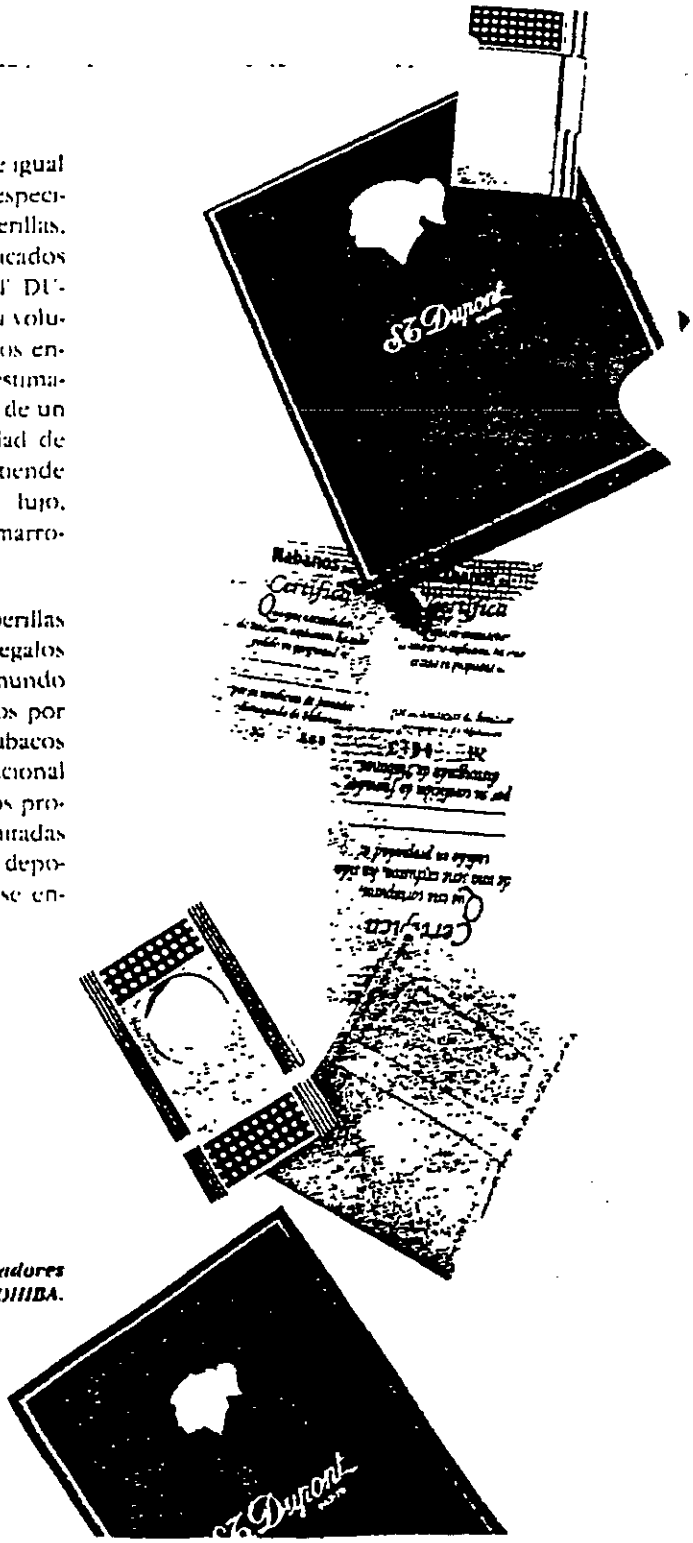


P2401

Artículos para fumadores

La marca COHIBA ha sido utilizada de igual forma en artículos para fumadores, específicamente en encendedores y corta perillas, artículos de primerísima calidad, fabricados por la prestigiosa firma francesa ST DUPONT, que hoy es considerada por su volumen de ventas, el líder mundial de los encendedores de lujo, con una cuota estimada en un 48 % por cantidad y en más de un 50 % por valor. La reconocida calidad de las producciones de esta firma se extiende hacia otros objetos personales de lujo, como son la línea de escritorio, de marroquinería y de relojes.

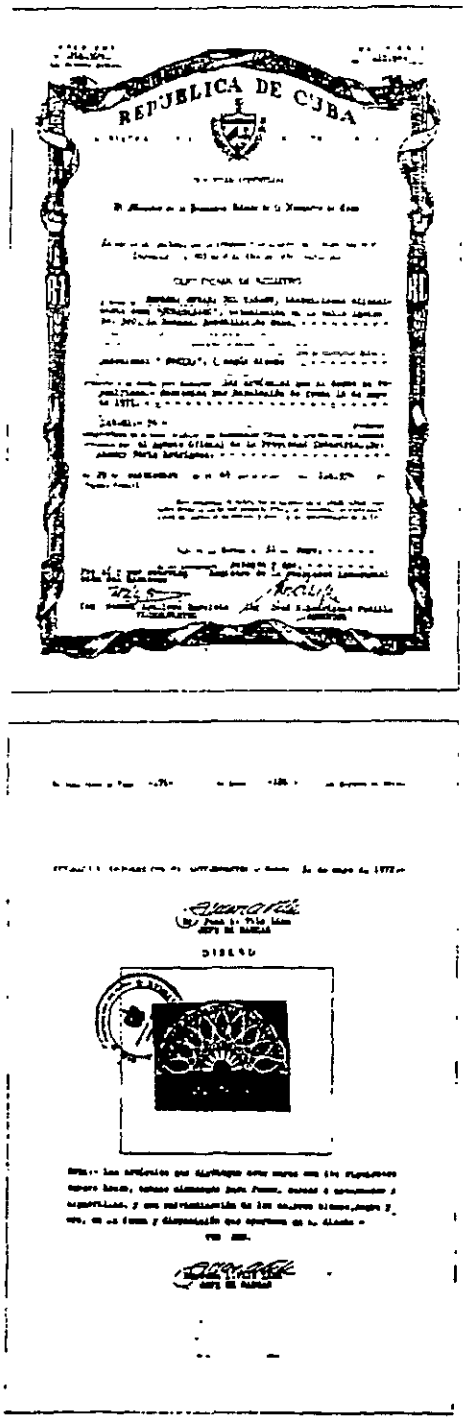
Los encendedores y los cortaperillas COHIBA fueron concebidos como regalos de alto nivel a personalidades del mundo del habano y para ser comercializados por los Distribuidores Exclusivos de los tabacos torcidos cubanos y por la red internacional de tiendas *La Casa del Habano*. Estos productos son fabricados en series limitadas numeradas consecutivamente, a fin de poder conocer las personas a quienes se entregan.



Artículos para fumadores marca COHIBA.

P2402

Protección marcaria



La protección de la marca COHIBA comenzó el 29 de septiembre de 1969 fecha en que se solicitó el registro en Cuba de su primer diseño. A partir de esa fecha comenzó un arduo trabajo de protección internacional, lo cual se traduce en la existencia de más de 260 registros nacionales

Las características de su nombre han permitido su amplia protección sin grandes contratiempos. No obstante, un ejemplo de esta dificultad ocurrió en Alemania, donde le fue rechazada su protección, debido a una oposición presentada por los propietarios de la marca Troika, fundamentados en el hecho de que ambas poseían las mismas vocales y en el mismo orden Años después, al caducar el derecho de Troika, varias sociedades solicitaron el registro a su favor de la marca COHIBA en la clase de productos tabacaleros Una vez más, una entidad extranjera fue beneficiada y solo después de extensas negociaciones, se consiguió el traspaso a favor de Cubatabaco

COHIBA, como toda marca notoria ha sido objeto tanto de piratería como de falsificación marcaria En lo que se refiere a piratería, los casos más representativos han sido los registros existentes a nombre de entidades distintas a Cubatabaco en México, Brasil, Republica Dominicana y en Estados Unidos de América.

Primer certificado de registro de la marca COHIBA

El caso mexicano fue posible dada determinadas irregularidades en el sistema registral de ese país, pues la protección de la solicitud pirata fue otorgada a pesar de haber un registro previo a nombre de Cubatabaco. Luego de las correspondientes gestiones judiciales se logró cancelar el registro de una forma muy simple: al llegar a la fecha límite para la renovación sus propietarios no intentaron ejercer ese derecho. Desconocemos las razones que los motivaron, bien pudo ser por olvido involuntario o simplemente por determinar la contraparte que tenían pocas posibilidades de éxito.

En Brasil se tipificó un auténtico caso de piratería generalizada. Un señor de origen alemán aprovechó la coyuntura de que en aquel entonces no se comercializaban los tabacos cubanos en ese país y se dio a la tarea de registrar prácticamente todas las marcas tabacaleras cubanas. Se iniciaron varios pleitos, entre ellos el relativo a la marca COHIBA, pero con el paso del tiempo se logró negociar el traspaso amigable de todas las marcas piratéadas. Los dos casos restantes aun están pendientes de solución.

Un hecho paralelo a la piratería de esta marca viene dado por la constante falsificación a que se encuentran sometidos los COHIBA. Los cigarros de categoría premium figuran entre los productos de lujo que son objeto frecuente de falsificación, tales como los relojes CARTIER y los perfumes GIVENCHY.

Los orígenes de los COHIBA *falsos* son varios, desde la República Dominicana, Honduras y hasta la misma Cuba, y su destino alcanza a los más disímiles países, incluyendo Estados Unidos de América. Según un artículo publicado en el número de verano de 1994 de la revista *Cigar Aficionado*, COHIBA constituye el cigarro más falsificado en el mundo.

En la revista *European Cigar Cult Journal* fue publicado recientemente un artículo sobre la fábrica que produce los cigarros COHIBA en la República Dominicana, en el cual su redactor describe los infructuosos intentos por lograr entrevistar al dueño de la tabaquería.

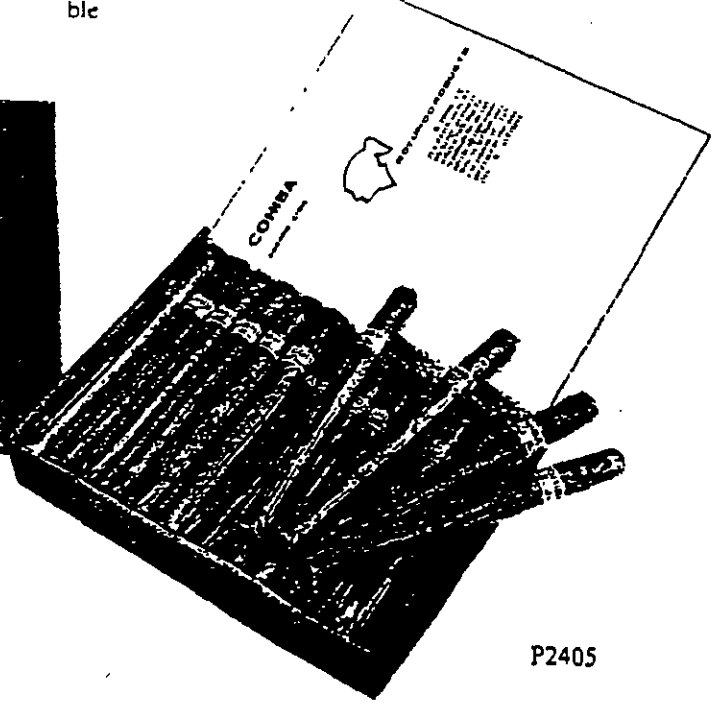
Un reportaje similar apareció en la edición de septiembre de 1995 de la revista francesa *L'Amateur de Cigare*. Esta vez Jean Michel Caroit, autor de la investigación tampoco tuvo la posibilidad de conocer al pirata de origen español nombrado Julio Pérez González. La fábrica se encuentra situada en un lugar estratégico, justo en el parque Colón, lugar de gran afluencia de turistas. Los falsos COHIBA nada tienen que ver con los legítimos, pero realmente los incautos saltan de alegría al encontrar esta prestigiosa marca a precios tan atrayentes.

Muchas han sido las acciones administrativas y judiciales emprendidas, tanto en Cuba como en el extranjero, para limitar en lo posible este fenómeno. Uno de los casos más representativos lo constituyó la

Foto de la fachada de la fábrica de falsos COHIBAS en Santo Domingo, República Dominicana, publicada en la revista austriaca "European Cigar Cult Journal".

demanda presentada en Francia contra la sociedad Compañía del Caribe, por la comercialización de tabacos COHIBA falsos, en la que se obtuvo un fallo definitivo a favor de la parte cubana, después de llegar hasta la máxima instancia judicial de esa nación europea

Todos estos hechos, con independencia de las contrariedades que ocasionan en la comercialización del producto y del engaño que pueden ocasionar a los sedientos seguidores de esta marca, ratifican la calidad y el prestigio incuestionable del único COHIBA, el COHIBA Habano, cuya comercialización internacional es realizada en la actualidad, por dos entidades Cubatabaco para el mercado francés y Corporación Habanos S.A para los restantes territorios, entidades que hacen y harán todo lo posible, por defender este producto inigualable



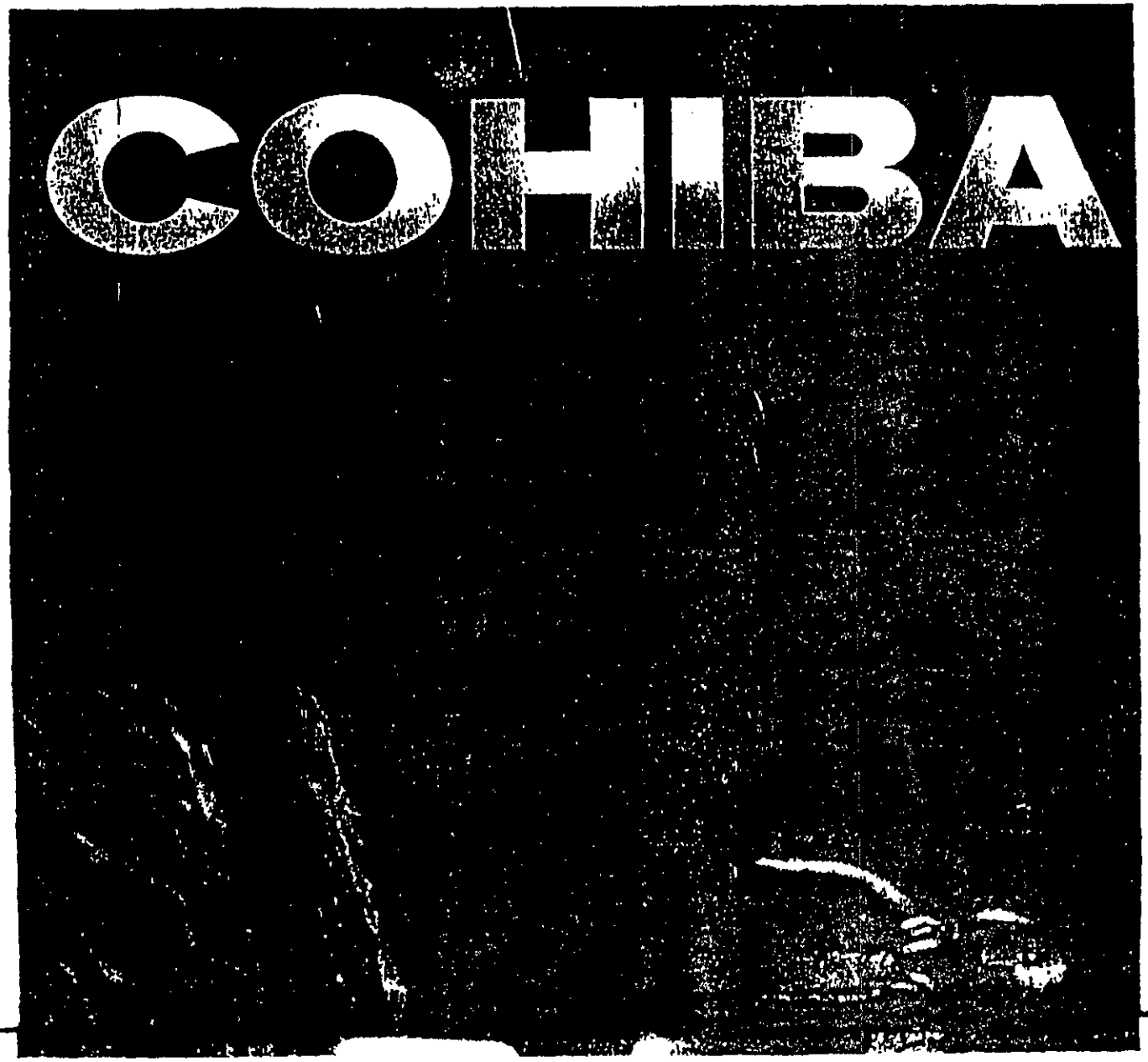
Falsificaciones de COHIBA vendidas en Aruba y Suiza

P2405

P2406

El placer de las Estrellas

P2408



El placer de las Estrellas

Considerada por los amateurs como la marca de cigarros más prestigiosa del mundo, COHIBA ratifica hoy su doble condición de revolucionaria y noble. El cigarro que alcanzó notoriedad mundial en las manos de una de las personalidades más relevantes del siglo ha devenido símbolo de prestigio, capaz de provocar la euforia en cualquier ansioso seguidor, dispuesto a pagar el precio que sea necesario Hace apenas dos años llegó a pagarse 18 500 USD por un cajón de Lanceros de 50 unidades, en una subasta realizada en Londres en beneficio de la Salud Pública cubana

Es por eso que en el primer número de la revista norteamericana *Cigar Aficionado* (otoño de 1992) aparece un extenso artículo dedicado a "La Leyenda de COHIBA" En la propia edicion se publican los resultados de un Test de degustación a ciegas dedicado a la vitola robusto, en la que los Robustos de COHIBA obtuvieron la mayor puntuación

Los seguidores de COHIBA abarcan todas las esferas desde reyes, jefes de Estado, hombres de las finanzas y el comercio hasta artistas de todas las latitudes

P2409

Según la revista *Epicur*, no 1, 1993, desde el Rey Juan Carlos de España y la Reina de Inglaterra, pasando por grandes personalidades del mundo político como Boris Yeltsin o Sadam Hussein, todos ellos tienen en común el saber apreciar el rico y elegante aroma, el carácter fino y delicado de un COHIBA. Sin dudas al periodista le faltó mencionar al expresidente del gobierno español Felipe González, conocido como un fiel admirador de esta marca de habanos

El aroma de esta joya incomparable invade incluso los organismos internacionales En digno placer mutuo, COHIBA constituye el habano predilecto del excelentísimo Sr Arpad Bogsch Director General de la Organización Mundial de la Propiedad Intelectual (OMPI), uno de los 16 organismos especializados del sistema de Naciones Unidas que tiene precisamente la funcion de promover la protección de la propiedad intelectual a nivel internacional

Sobre su condición de fumador de COHIBA, el Sr Bogsch expresó al autor de este libro lo siguiente:

> He fumado cigarros en los últimos 60 años Ahora tengo [illegible] años, lo que significa que comence a fumar desde los 1[illegible] años Mi padre, quien era un abogado en Budapest, fumaba cigarros durante todo el día Ninguno de los dos fumo jamás cigarrillos
> Un buen almuerzo o cena, que no viene acompañado de un buen tabaco, es una comida incompleta

Arpad Bogsch, Director General de la Organizacion Mundial de la Propiedad Intelectual (OMPI), fumador de COHIBA desde hace diez años

Toda mi vida he fumado cigarros cubanos. En los ultimos 10 años solo fumo COHIBA. Descubrí los COHIBA, en una ocasion que fui recibido por el Presidente Dr. Fidel Castro. le comente que desde la muerte de Churchill y desde que él dejo de fumar los fumadores de cigarros ya no tenian un lider mundial. Él me pregunto cual era mi interes en el asunto. En ese momento le confese que toda mi vida habia fumado cigarros y que todavía fumaba.
¿Que encontre en mi cuarto cuando llegué a casa despues de esa entrevista? Una enorme caja de cigarros COHIBA. desde ese momento, mi fiel amigo.

Los puros constituyen algo más para el Sr. Alpad Bogsh

Yo soy abogado y Director General de la Organizacion Mundial de la Propiedad Intelectual. La OMPI es una organizacion intergubernamental y Cuba es uno de sus 160 estados miembros. Una de las tareas de esta Organizacion es promover la proteccion de las denominaciones de origen y las marcas. Esto significa, en lo que se refiere a los cigarros cubanos y a COHIBA, que los tratados de la OMPI pueden ser invocados, en caso de que los mismos sean vendidos o anunciados como cubanos, cuando en realidad no vienen de Cuba. Y significa que si alguien vende o realiza una publicidad de estos cigarros bajo la marca COHIBA, sin estar autorizado por CUBATABACO, los tratados de la OMPI pueden ser invocados contra los falsificadores. Como se ve la proteccion de los derechos de propiedad industrial a nivel internacional tienen una importancia crucial para Cuba y COHIBA.

El presidente Fidel Castro impone la orden Carlos J. Finlay a Arpad Bogsch

En el mundo de los negocios son muchos sus admiradores. Un ejemplo notable lo constituye el Sr. Pedro Pérez, antiguo Presidente de la sociedad española Tabacalera S.A., merecedor del galardón Hombre Habano del año 1995 en la esfera de los negocios, por la actividad desplegada durante su mandato, quien se confiesa un fiel amante del COHIBA Robusto. Otro tanto ocurre con el actual Presidente de la sociedad francesa SEITA, el Sr Jean Dominique Comolli.

El universo artístico no ha escapado tampoco a este hechizo Constantemente aparecen pruebas que avalan dicha afirmación, como es el caso de la foto publicada en la revista francesa *L'Amateur de Cigare* de septiembre de 1996, en la que aparece la actriz Vanessa Williams, primera Miss América negra fumando un COHIBA Robusto en la premier del último filme de Arnold Schwarzenegger realizada en Los Angeles

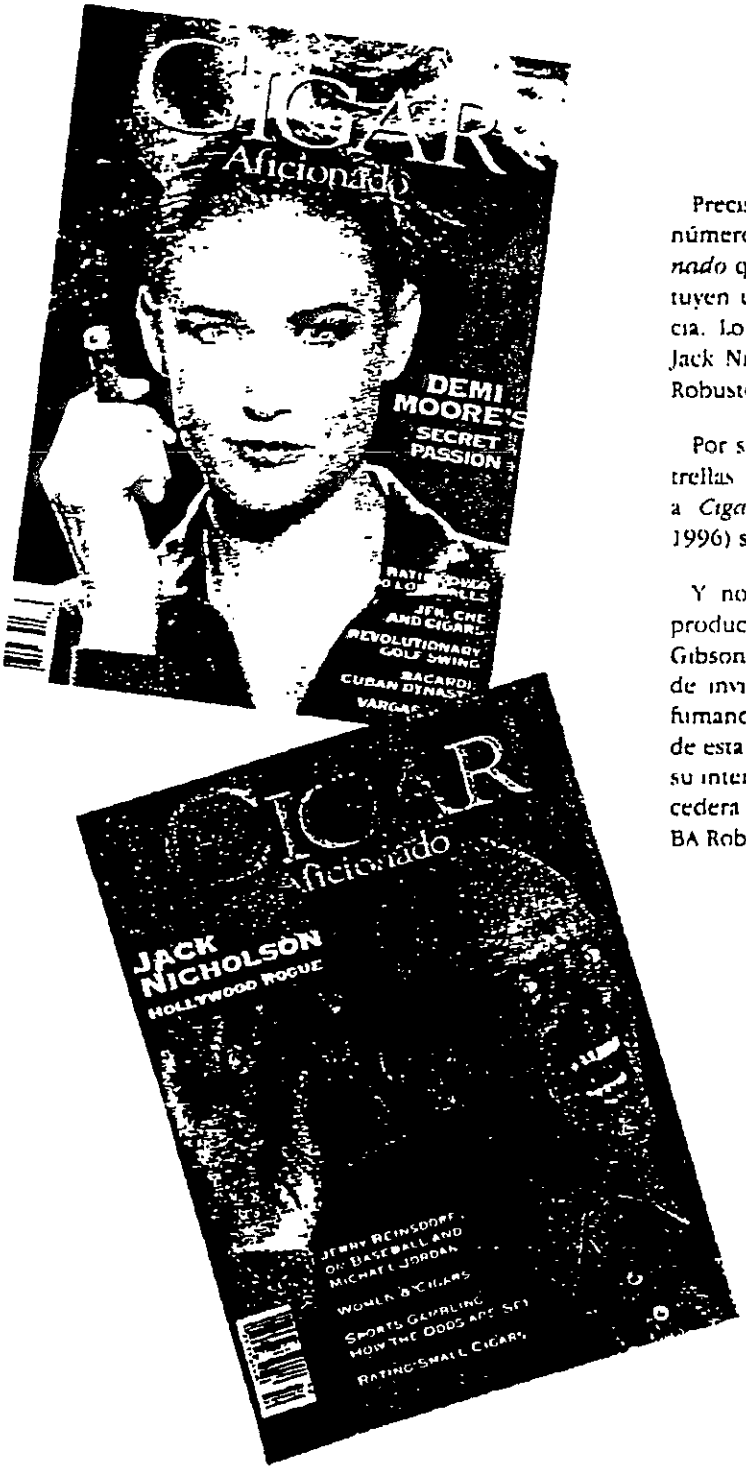
Una foto similar pero esta vez en compañía del propio Schwarzenegger, en cuyos dedos se aprecia fácilmente la anilla del COHIBA, fue publicada en el no 12 de la revista española *Epicur*, en cuyo Editorial se destaca la reacción no esperada por las autoridades gubernamentales y mucho menos por las ligas antifumadoras norteamericanas El consumo de puros constituye un verdadero boom, que se expande rápidamente a lo largo y ancho de Estados

1 Sr. Pedro Pérez, ex presidente de Tabacalera S.A. recibe el trofeo Hombre Habano del Año *1995*

2. Sr Jean Dominique Comolli, presidente de la sociedad francesa SEITA.

Unidos. A pesar de que el bloqueo anticubano prohíbe la adquisición legal, los Habanos entran por diferentes vías, por lo que COHIBA y otras marcas prestigiosas no dejan de ser degustadas por sus ciudadanos. Los artistas de Hollywood y cualquiera que se precie de estar en la cresta de la ola se ha sumado a la moda de fumar cigarros Viendo a Arnold Schwarzenegger, Vanessa Williams o a Demi Moore degustando un habano, resulta muy difícil hacer caso a las protestas de los perseguidores del humo

P2413



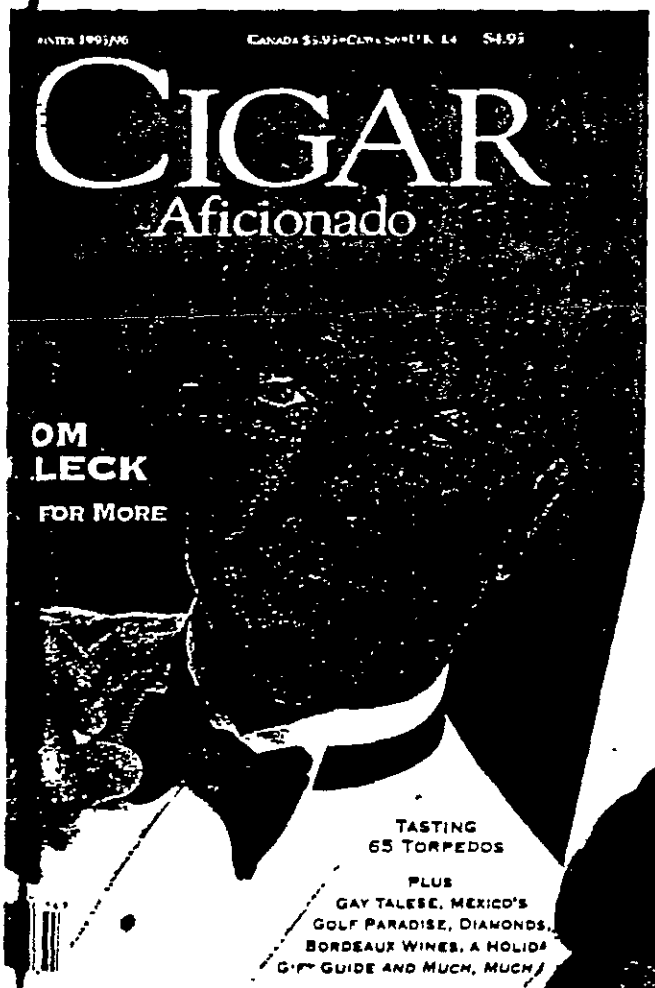
Precisamente Demi Moore declaró en el número de otoño de 1996 de *Cigar Aficionado* que las Panetelas de COHIBA constituyen uno de los cigarros de su preferencia. Lo mismo sucede con el carismático Jack Nicholson con respecto al COHIBA Robusto

Por su parte Tom Selleck, otra de las estrellas de Hollywood, confesó igualmente a *Cigar Aficionado* (invierno de 1995-1996) ser amante del COHIBA Robusto

Y no por gusto el galardonado actor productor y director de Hollywood Mel Gibson aparece en la portada de la edición de invierno de 1996 de la revista *Smoke* fumando una de las más codiciadas vitolas de esta marca. Mel comenzó el diálogo con su interlocutor a través de la huella imperecedera dibujada por el humo de un COHIBA Robusto

A pesar de la prohibición de ingreso en Estados Unidos COHIBA cautiva a Hollywood

P2414



Tom Selleck, un fiel fumador del COHIBA Robusto

P2415

El orgullo de sus creadores

Seguros de que el placer de las estrellas constituye un regocijo para todas aquellas personas, que estuvieron, están y estarán vinculadas por siempre a la historia de esta marca, nuestra curiosidad nos impulsó a conocer el significado de COHIBA a 30 años de su creación, para aquellos que le dieron vida, para los que lo amamantaron y para los que tienen la responsabilidad de mantener su perpetuidad.

Deseosos de saciar nuestra curiosidad, no se escatimó esfuerzos en contactar algunas de estas personas, con el objetivo de conocer sus reflexiones

COHIBA constituye un gran orgullo, me siento satisfecho de haber creado un producto cuya ligada y formato ha sido de aceptacion universal revolucionando en sus inicios todos los canones establecidos Al país le ha sido muy util pues confirma una vez mas la calidad inigualable del Habano Partiendo de este criterio considero que no estan agotadas las posibilidades del tabaco cubano y por lo tanto se pueden lograr cosas tan notorias como el COHIBA

Estas fueron las palabras de Eduardo Rivera, en la tarde del 30 de septiembre de 1996, las cuales emitió con reflexion tras un sorbo de cafe hecho expresamente por él y una extensa bocanada de un delicioso Habano.

Eduardo Rivera, satisfecho de haber creado un producto cuya ligada y formato logró aceptacion universal.

Chicho, disfruta en la actualidad la notoriedad alcanzada por COHIBA.

Avelino Lara

El mismo día pero unas horas más tardes, ante igual pregunta, *Chicho* miró a lo lejos y manifestó: "COHIBA ha sido una gran obra creada por el Comandante. Significa la luz de éste y de Celia de llevar al tabaco la Revolución Cubana."

Por su parte, Avelino Lara, quien la llevó de la mano durante un cuarto de siglo, confiesa "COHIBA significa mucho para mí. Viví y dormí con el COHIBA durante 25 años."

P2417

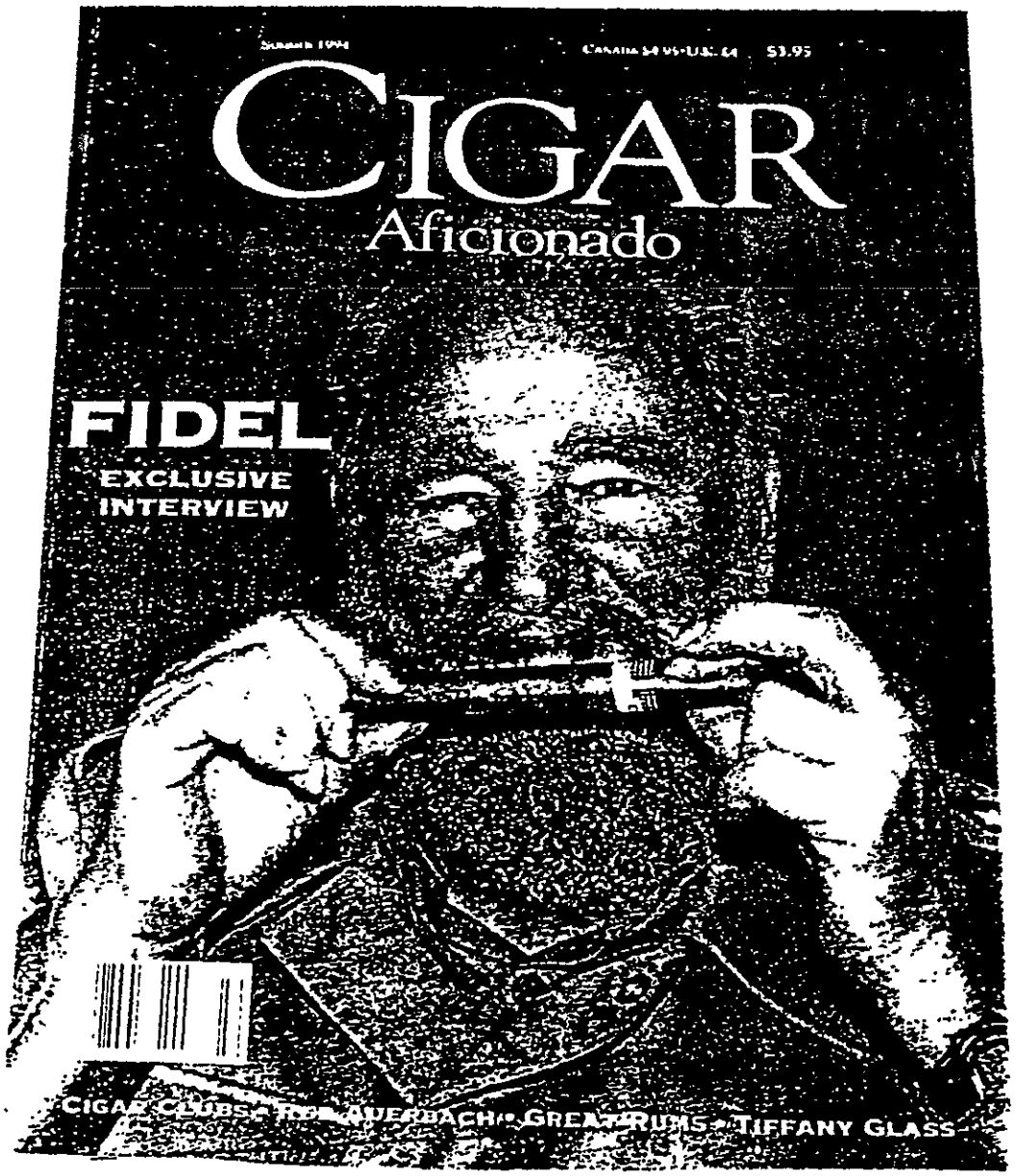
Para el presidente de Habanos S.A., Francisco Linares Calvo, una de las personas que tiene hoy en sus manos el destino de este vital producto cubano

COHIBA es un fruto de la Revolución Cubana y por lo tanto nuestra joya más preciada. Existirán otras nuevas marcas lo cual constituye uno de nuestros retos pero sin duda alguna le corresponde el lugar cimero por su origen revolucionario y a la vez la realeza de su distinción. Ese mérito está avalado por su incuestionable calidad y por haber sido la primera de todas

El hecho de que a 30 años de su creación Fidel Castro continúe obsequiando COHIBA a altas personalidades significa una prueba más de su ratificada excelencia. Ello le fue expresado por Fidel al periodista norteamericano Marvin Shanken ante la insistente pregunta de si regalaba actualmente otra marca de Habanos

Francisco Linares, Presidente de HABANOS S.A.
COHIBA es un fruto de la Revolucion Cubana,
y por lo tanto nuestra joya mas preciada.

P2418


CIGAR
Aficionado
FIDEL
EXCLUSIVE
INTERVIEW
CIGAR CLUBS
AUERBACH
GREAT RUMS
TIFFANY GLASS

P2419

Para completar este recorrido de reflexiones se consideró indispensable visitar la casa del COHIBA. Allí aguardaba Emilia Militza Tamayo, actual Directora de El Laguito, una incansable trabajadora con 21 años de vida vinculada a este producto y un entusiasta grupo de aproximadamente 163 trabajadores, en su mayoría mujeres, inmersos en el cumplimiento del plan de entregas correspondiente al mes de septiembre de 1996.

Con el objetivo de permitir que Emilia termine de dar las instrucciones pertinentes y de ayudar como una trabajadora más al desenvolvimiento de esta larga jornada de trabajo, pues son ya pasadas las 6:00 de la tarde, se invirtió el tiempo en recorrer las obras de reconstrucción de la fábrica, las cuales se realizan con el objetivo de mejorar las condiciones de trabajo y para vestir las mejores galas ante los cientos de visitantes que la recorrerían en los festejos por el trigésimo aniversario.

Una vez terminado el recorrido, aún jadeante, Emilia se seca el sudor de la frente y responde con una sonrisa en los labios.

> Puedo decir con absoluto convencimiento que COHIBA forma parte de mi vida. Constituye un orgullo y un reto constante, pues tengo en mis manos la obligación de mantener e incrementar la notoriedad alcanzada. No puedo escatimar esfuerzos ni perder tiempo en esta obra diaria.

Emilia Militza, actual directora de la fábrica

junto a tres de las torcedoras fundadoras, Margarita, Josefina y Cristina.

Junto a Emilia Militza (de izquierda a derecha) algunas de las trabajadoras mas antiguas de la fábrica: Norma Fernández, Maria Antonia Sierra, Maria Lucila Moreno, Caridad Barrios, Carmen Rosa Hardi, Mirurgia Méndez y Olga Pedro Zulueta

Dos son los objetivos de Emilia

Crecer en la producción y ante todo, mantener la calidad. Dentro de mis planes y deseos está poder construir un nuevo edificio al fondo de la actual fábrica, con el objetivo de ampliar su capacidad productiva y dejar la actual como vitrina de la perfección en viva constancia de lo que fue en un inicio

Tras la despedida de Emilia, seguros de que hará todo lo posible por lograr sus objetivos, queda el aroma del COHIBA y con él páginas llenas de pinceladas históricas, de una marca inmersa en el misticismo de su juventud de treinta años y en su ancianidad de más de cinco siglos, páginas que les han permitido conocer los secretos de una leyenda viva.

Se avecina un futuro de perpetuidad y de batallar constante por su protección total, en el que corresponde a los tabaqueros cubanos mantener y superar el prestigio alcanzado, con un sólo objetivo *Continuar garantizando la sublimidad de una satisfacción*

Este reto corresponde a los hombres y mujeres que laboran en esa gestora de placeres, en ese taller de ensueños que un día creó un secreto para una de las personalidades más carismáticas de este siglo y que hoy sigue siendo uno de sus regalos predilectos

P2422

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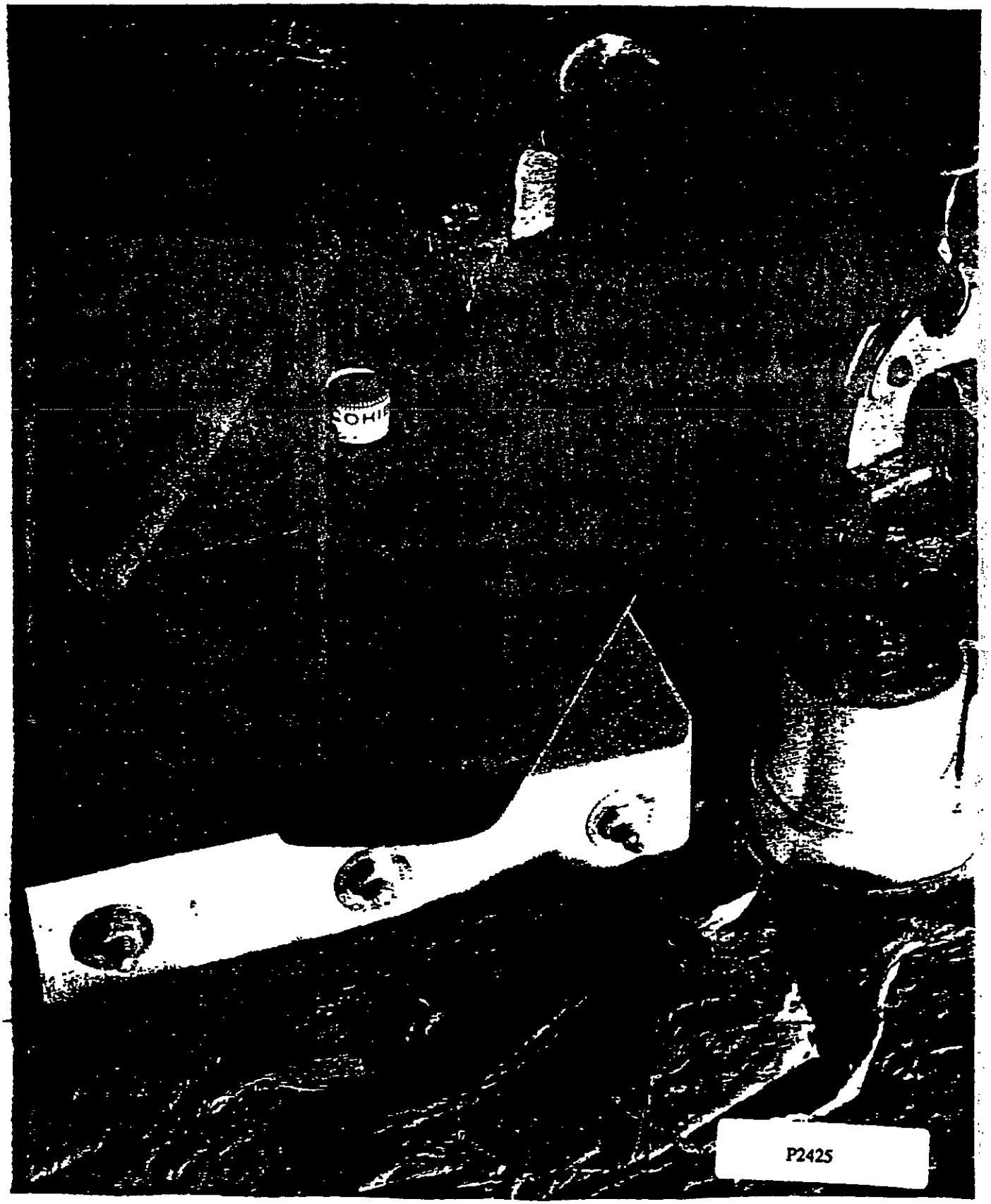
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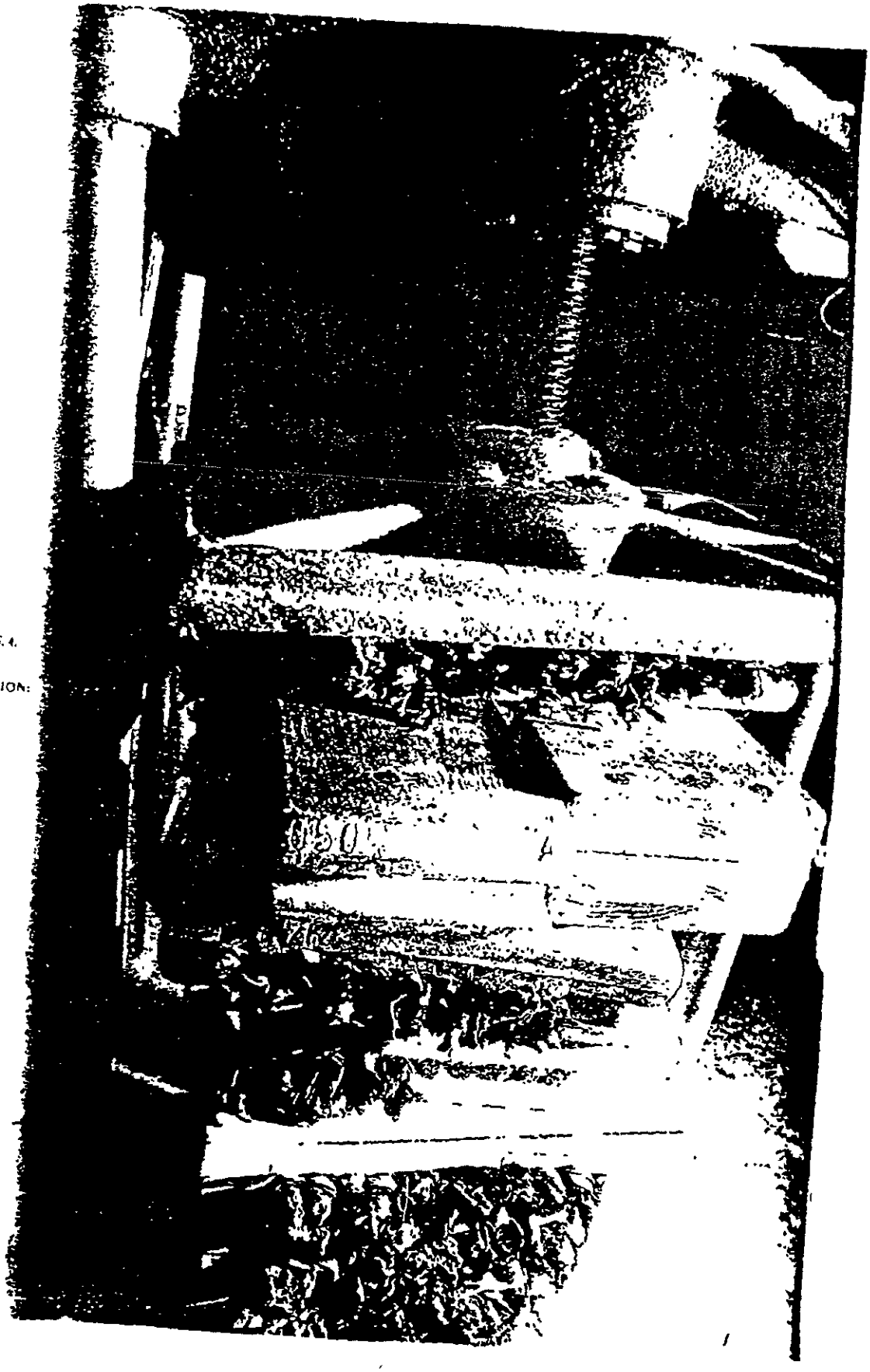


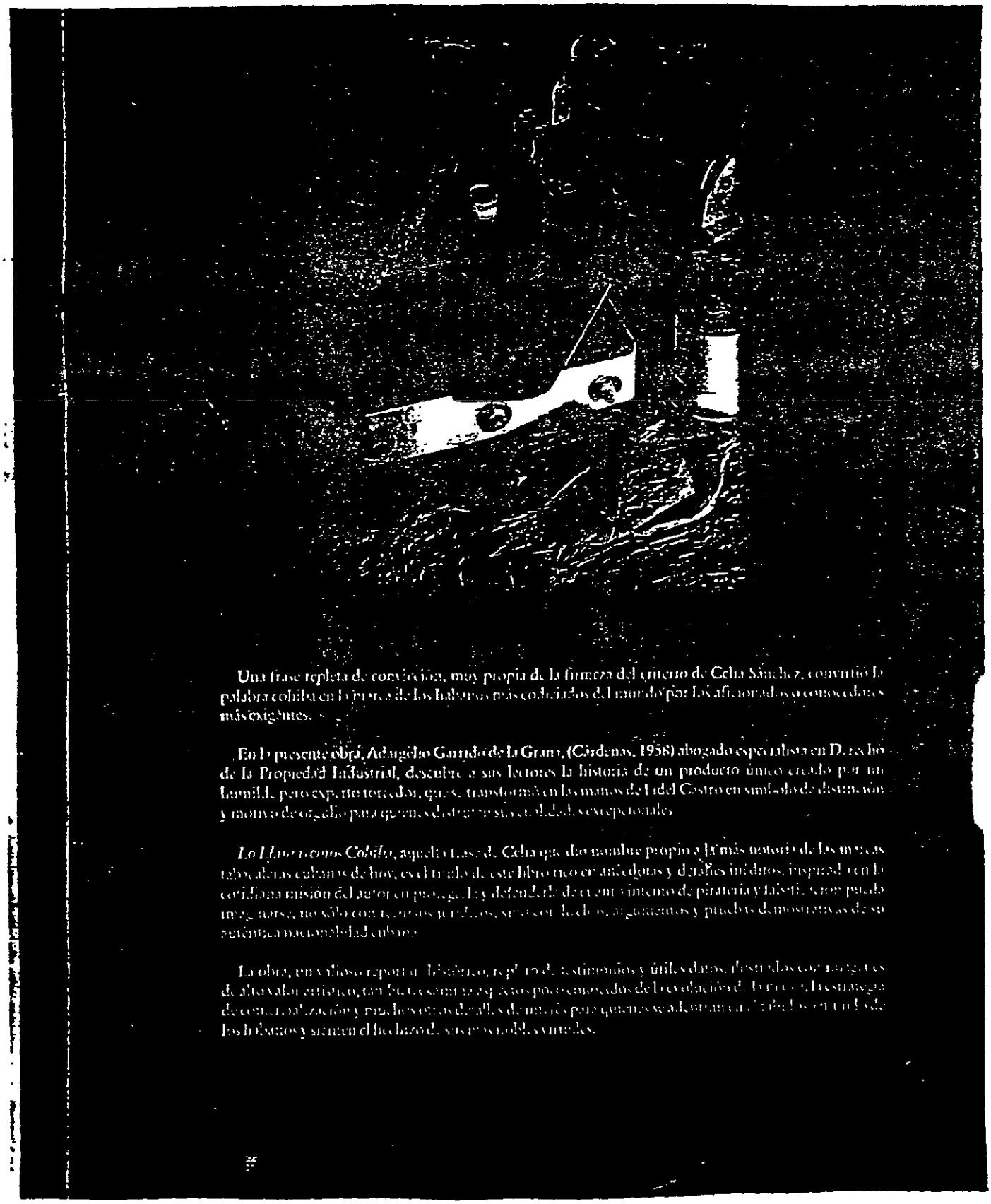
FOTOMECANICA

Fotomecanica Da Vinci de Cuba S. A.

IMPRESION Y ENCUADERNACION:

Comercial Relieve S.A

P2426



Una frase repleta de convicción, muy propia de la firmeza del criterio de Celia Sánchez, convirtió la palabra cohiba en la marca de los habanos más codiciados del mundo por los aficionados o conocedores más exigentes.

En la presente obra, Adargelio Garrido de la Grana, (Cárdenas, 1958) abogado especialista en Derecho de la Propiedad Industrial, descubre a sus lectores la historia de un producto único creado por un humilde pero experto torcedor, que se transformó en las manos de Fidel Castro en símbolo de distinción y motivo de orgullo para quienes disfrutan sus cualidades excepcionales.

Lo Llamaremos Cohiba, aquella frase de Celia que dio nombre propio a la más notoria de las marcas tabacaleras cubanas de hoy, es el título de este libro rico en anécdotas y detalles inéditos, inspirado en la cotidiana misión del autor en protegerla y defenderla de cuanto intento de piratería y falsificación pueda imaginarse, no sólo con recursos jurídicos, sino con hechos, argumentos y pruebas demostrativas de su auténtica nacionalidad cubana.

La obra, un valioso reportaje histórico, repleto de testimonios y útiles datos, ilustrados con imágenes de alto valor artístico, también examina aspectos poco conocidos de la evolución de la marca, la estrategia de comercialización y muchos otros detalles de interés para quienes se adentran en el tabaco en un lado de los habanos y sienten el hechizo de sus más nobles virtudes.

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Goldstein Summary Judgment Ex. 45

General Cigar & Tobacco Co.

a division of
Culbro Corporation

Culbro

Memorandum

To Mr. James Forrester Location South Brunswick Date 1-9-78

From C. H. Sparkes Location N. Y. O.

Re: Use of two new trademarks.

Attached are four labels for establishing use of two new trademarks COHIBA and for cigars. The shipment order should be forwarded at your earliest opportunity to the attention of Mr. Paul Ryver at the Philipsburg Factory along with the four labels imprinted with each of the two trademarks.

The labels are to be used with the special grain-covered 50's boxes with the General Cigar & Tobacco Co., Division of Culbro Corporation address on the bottom wrap. Even though the paper color of these new labels is differnt from the grain-paper used on the boxes, one label should be affixed to the outside lid cover of each of four boxes for each trademark.

Two fifties-boxes with each of the two trademarks should be sent forthwith to the usual two customers Rubovits Cigars, Inc. in Chicago and JNR Grocery Corporation in New York and a copy of the shipping invoice should be sent to me in New York.

After the initial shipment is made, these two new trademarks should be added to the list of trademarks protected with quarterly shipments of cigars.

Thank you for your cooperation.

Kind Regards,

cc: Mr. Paul Ryver (3)
Mr. F. Fina, Sr.
Mr. T. Brockman
Order Department

CONFIDENTIAL

REDACTED

PLAINTIFF'S EXHIBIT
14
7/14/00 AA
PENGAD-Bayonne, N.J.

GC 000017

CONFIDENTIAL

P 0017

P(ts
DEPOSITION
EXHIBIT # 213
FOR ID TRN
11-7-00

G(ral Cigar & Tobacco Co. a division of Culbro Corporation (bro

126

ACCOUNTING/ORDER

INQUIRIES TO → U. S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
02/13/78	1-G-140157	1 OF 1

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	O.E.	ACTIVITY
13	7694	45

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000131		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	CONFIRMATION							
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45

6.90

P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

CONFIDENTIAL

GC 000019A

P 0019

G(ral Cigar & Tobacco Co. a division of Culbro Corporation (bro

ACCOUNTING/ORDER

INQUIRIES TO → U. S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

123

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
02/13/78	1-G-140158	1 OF 1

SOLD TO

MIKES CIGAR MIAMI BEACH
P O BOX 3065
MIAMI BEACH FLA 33140

CUSTOMER CODES O.E.	A/R
146300	3287

SHIP TO

MIKES CIGAR
14 465 ARTHUR GODFREY RD
MIAMI BEACH FLA 33140

TERMS NET 30

FACTORY	BOC #	ACTIVITY
13	7693	45

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000131		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	CONFIRMATION							
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45

6.90

REMIT TO: P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Mks
DEPOSITION
EXHIBIT # 214
FOR ID TRN
11-7-00

Confidential:
Under Protective Order

GC 007921

General Cigar & Tobacco Co.

Culbro a division of Culbro Corporation

MEMORANDUM

DATE 3-15-78

TO— Mr. J. Sparkes

FROM— R.K. Endhole

SUBJECT— TRADE MARK

These are the correct copies for J.N.R on the 2 sent to Mikes in error.

Any questions - call me..

Bob

CONFIDENTIAL

GC 000022

PEINGAD-Bayonne, N.J.

PLAINTIFF'S EXHIBIT 144 7/14/00 AA

CONFIDENTIAL

P 0022

G(ral Cigar & Tobacco Co. a division of Culbro Corporation

120 ACCOUNTING/ORDER

INQUIRIES TO → U. S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/15/78	1-G-143481	1 OF 1

SOLD TO

CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	2638	45

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	CONFIRMATION							
	COHIBA	50	6676	50	EA	34.50	M	1.73
		50		50	EA	34.50	M	1.73

REDACTED

3.46

REMIT TO: P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

General Cigar & Tobacco Co. Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

120 ORIGINAL INVOICE

DATE (MO. DAY YR.)	ALWAYS REFER TO: INVOICE NO.	PAGE
06/05/78	1-G-145679	1 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

CUSTOMER CODES G.S.	A/R
452002	2672

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

PACKAGES	WGT.	AMOUNT
13	6135	40

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

12A ORIGINAL INVOICE

DATE (MO. DAY YR.)	ALWAYS REFER TO: INVOICE NO.	PAGE
06/05/78	1-G-165680	1 OF 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES G.S.	A/R
206851	6119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

PACKAGES	WGT.	AMOUNT
13	6136	40

CUST. REP. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

C I N V

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
BLK	50	6652	100	EA	34.50	M	3.45
BLK	50	6653	100	EA	34.50	M	3.45
BLK	50	6654	100	EA	34.50	M	3.45
BLK	50	6655	100	EA	34.50	M	3.45
BLK	50	6656	100	EA	34.50	M	3.45
BLK	50	6657	100	EA	34.50	M	3.45
BLK	50	6658	100	EA	34.50	M	3.45
BLK	50	6659	100	EA	34.50	M	3.45
BLK	50	6660	100	EA	34.50	M	3.45
BLK	50	6661	100	EA	34.50	M	3.45
BLK	50	6662	100	EA	34.50	M	3.45
BLK	50	6663	100	EA	34.50	M	3.45
BLK	50	6664	100	EA	34.50	M	3.45
BLK	50	6665	100	EA	34.50	M	3.45
BLK	50	6666	100	EA	34.50	M	3.45
BLK	50	6667	100	EA	34.50	M	3.45
BLK	50	6668	100	EA	34.50	M	3.45
BLK	50	6669	100	EA	34.50	M	3.45
BLK	50	6670	100	EA	34.50	M	3.45

CONTINUED

N V

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
BLK	50	6671	100	EA	34.50	M	3.45
BLK	50	6672	100	EA	34.50	M	3.45
BLK	50	6673	100	EA	34.50	M	3.45
COHIBA	50	6676	100	EA	34.50	M	3.45
CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
VINALES	50	6678	100	EA	34.50	M	3.45

86.25

[redacted] O. BOX 4301

DEPOSITION
EXHIBIT # 218
FOR ID TRN
11/7/00

GC 000024A

CONFIDENTIAL

P 0024

MFS

DEPOSITION
EXHIBIT # 219
FOR ID TRN
11-7-05

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10158

1C3A ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
06/25/81	1-G-122548	2 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

FACTORY	DOC. NO.	ACCOUNT
13	4769	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

		PACKING	CODE	QUANTITY	UNIT	PRICE	PER	AMOUNT
STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWN&DESIGN	BLK	50	6673	100	EA	34.50	M	3.45
COHIBA		50	6676	100	EA	34.50	M	3.45
CIENFUEGOS		50	6677	100	EA	34.50	M	3.45
VINALES		50	6678	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45
CIGARINE		000050	6687	100	EA	34.50	M	3.45

GC 007572
Confidential:
Under Protective Order

93.15

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

1-02-0003-3

General Cigar & Tobacco Co. a division of Culbro Corporation Culbro

INQUIRIES TO 605 THIRD AVENUE NEW YORK, N.Y. 10158

1038 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
12/02/81	1-G-144844	2 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES	
O.E.	A/R
452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	8077	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
	CIGABINE	000050	6687	100	EA	34.50	M	3.45

#901273
#2288 12/30/81

93.15

REMIT TO GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

PLAINTIFF'S DEPOSITION EXHIBIT 446 7/01

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/13/79	1-G-198063	2 OF 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	SHIP #	ACTIVITY
13	0967	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 ORIGINAL INV(

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	
03/13/79	1-G-198063	1

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	411

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NE

FACTORY	SHIP #
13	0967

CUST. REF. NO.	SHIPPED VIA	SHIPPED F
000000		PHILIPSB

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/13/79	1-G-198064	2 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	SHIP #	ACTIVITY
13	0968	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

#	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	WINDHILL	BLK	50	6671	100	EA	34.50	M	3.45
	STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN	BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA		50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS		50	6677	100	EA	34.50	M	3.45
	VINALES		50	6678	100	EA	34.50	M	3.45
	DARK N RICH		50	6679	100	EA	34.50	M	3.45
	RICH N MELLOW		50	6680	100	EA	34.50	M	3.45
	SLIM N MELLOW		50	6681	100	EA	34.50	M	3.45
	VALUE LINE		50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45
	CANARIA D'ORO		50BLK	6684	100	EA	34.50	M	3.45
	JOYA DE PALMAS		50BLK	6685	100	EA	34.50	M	3.45
	SIERRA MADRE		50BLK	6686	100	EA	34.50	M	3.45

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/13/79	1-G-198064	1 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	SHIP #
13	0968

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

#	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA	BLK	50	6652	100	EA	34.50	M	3.45
	RILLO	BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
	OWLET	BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
	ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
	TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
	IOTA	BLK	50	6663	100	EA	34.50	M	3.45
	DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
	SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
	FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
	VIVA	BLK	50	6668	100	EA	34.50	M	3.45
	OLE	BLK	50	6669	100	EA	34.50	M	3.45
	AURELIA	BLK	50	6670	100	EA	34.50	M	3.45

Confidential:
Under Protective Order

General Cigar & Tobacco Co. a division of Culbro Corporation Culbro

3266

ORIGINAL INVOICE

INQUIRIES TO → U. S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

DATE MO. DAY. YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
06/18/79	1-G-213895	1 OF 2

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES	
CODE	A/R
204851	4119

SHIP TO

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	DOC.	ACTIVITY
13	8477	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA	BLK	50	6652	100	EA	34.50	M	3.45
	RILLO	BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
	OWLET	BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
	ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
	TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
	IOTA	BLK	50	6663	100	EA	34.50	M	3.45
	CON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
	SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
	FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
	VIVA	BLK	50	6668	100	EA	34.50	M	3.45
	CLE	BLK	50	6669	100	EA	34.50	M	3.45
	AURELIA	BLK	50	6670	100	EA	34.50	M	3.45

CONTINUED

REMIT TO → P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012467

General Cigar & Tobacco Co. a division of Culbro Corporation Culbro

3266 ORIGINAL INVOICE

INQUIRIES TO → U. S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
06/18/79	1-G-213895	2 OF 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	DOC. #	ACTIVITY
13	8477	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

C I N V

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	WINDMILL BLK	50	6671	100	EA	34.50	M	3.45
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	DARK N RICH	50	6679	100	EA	34.50	M	3.45
	RICH N MELLOW	50	6680	100	EA	34.50	M	3.45
	SLIM N MELLOW	50	6681	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
	CANARIA D'ORO	50BLK	6684	100	EA	34.50	M	3.45
	JOYA DE PALMAS	50BLK	6685	100	EA	34.50	M	3.45
	SIERRA MADRE	50BLK	6686	100	EA	34.50	M	3.45

113.85

REMIT TO P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012468

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → U. S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

1202 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
06/18/79	1-G-213894	1 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	8476	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

C I N V

*	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA	BLK	50	6652	100	EA	34.50	M	3.45
	RILLO	BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
	OWLET	BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
	ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
	TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
	IOTA	BLK	50	6663	100	EA	34.50	M	3.45
	DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
	SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
	FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
	VIVA	BLK	50	6668	100	EA	34.50	M	3.45
	CLE	BLK	50	6669	100	EA	34.50	M	3.45
	AURELIA	BLK	50	6670	100	EA	34.50	M	3.45

CONTINUED

REMIT TO → P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

General Cigar & Tobacco Co. a division of Culbro Corporation

Culbro

1202

ORIGINAL INVOICE

INQUIRIES TO → U. S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
06/18/79	1-G-213894	2 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTOR	BOL #	ACTIVITY
13	8476	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

C I N V

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	WINDMILL BLK	50	6671	100	EA	34.50	M	3.45
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	DARK N RICH	50	6679	100	EA	34.50	M	3.45
	RICH N MELLOW	50	6680	100	EA	34.50	M	3.45
	SLIM N MELLOW	50	6681	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
	CANARIA D'ORO	50BLK	6684	100	EA	34.50	M	3.45
	JOYA DE PALMAS	50BLK	6685	100	EA	34.50	M	3.45
	SIERRA MADRE	50BLK	6686	100	EA	34.50	M	3.45

113.85

REMIT TO: P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U.S. Route 130 at Georgetown Road, P.O. Box 2000, Delran, N.J. 08810

3266 ACCOUNTING/ORDER

DATE MO. DAY. YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
09/21/79	1-G-22516A	2 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTOR	WT.	AMOUNT
13	1163	40

CUST. REF. NO. 000000 — SHIPPED VIA — SHIPPED FROM PHILIPSBURG

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U.S. Route 130 at Georgetown Road, P.O. Box 2000, Delran, N.J. 08810

1202 ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO	PAGE
09/21/79	1-G-225167	1 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
105 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTOR	WT.	AMOUNT
13	1162	40

CUST. REF. NO. 000000 — SHIPPED VIA — SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA	BLK 50	6652	100	EA	34.50	M	3.4
PILLO	BLK 50	6653	100	EA	34.50	M	3.4
LA FEMME	BLK 50	6654	100	EA	34.50	M	3.4
OWLET	BLK 50	6655	100	EA	34.50	M	3.4
ESCAPADE	BLK 50	6656	100	EA	34.50	M	3.4
TEE JAYS	BLK 50	6657	100	EA	34.50	M	3.4
LARAMIE	BLK 50	6658	100	EA	34.50	M	3.4
NEW BREED	BLK 50	6659	100	EA	34.50	M	3.4
TALISMAN	BLK 50	6660	100	EA	34.50	M	3.4
ESCORT	BLK 50	6661	100	EA	34.50	M	3.4
TRANQUILLO	BLK 50	6662	100	EA	34.50	M	3.4
IOTA	BLK 50	6663	100	EA	34.50	M	3.4
DON DOMINGO	BLK 50	6664	100	EA	34.50	M	3.4
SPARTACUS	BLK 50	6665	100	EA	34.50	M	3.4
FINESSE	BLK 50	6666	100	EA	34.50	M	3.4
BIG SKY	BLK 50	6667	100	EA	34.50	M	3.4
VIVA	BLK 50	6668	100	EA	34.50	M	3.4
OLE	BLK 50	6669	100	EA	34.50	M	3.4
WINDMILL	BLK 50	6671	100	EA	34.50	M	3.4

CONTINUED

P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT — ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK FREIGHT ALLOWED — NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

DENOTES PART OF SHIPMENT

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
STILETTO	BLK 50	6672	100	EA	34.50	M	3.45
GOLD CROWNEDESIGN	BLK 50	6673	100	EA	34.50	M	3.45
COHIBA	50	6676	100	EA	34.50	M	3.45
CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
VINALES	50	6678	100	EA	34.50	M	3.45
DARK N RICH	50	6679	100	EA	34.50	M	3.45
RICH N MELLOW	50	6680	100	EA	34.50	M	3.45
SLIM N MELLOW	50	6681	100	EA	34.50	M	3.45
VALUE LINE	50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
CANARIA D'ORO	50BLK	6684	100	EA	34.50	M	3.45
JOYA DE PALMAS	50BLK	6685	100	EA	34.50	M	3.45
SIERRA MADRE	50BLK	6686	100	EA	34.50	M	3.45

110.40

P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT — ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK FREIGHT ALLOWED — NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

DENOTES PART OF SHIPMENT

Confidential:
Under Protective Order

Gt ral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
01/07/80	1-G-242119	1 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

13	4534	40

CUST. REF. NO. | SHIPPED VIA

Gt ral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO	PAGE
01/07/80	1-G-242118	1 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
520C2	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

13	4533	40

CUST. REF. NO. 122179 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
OWLET	BLK	50	6655	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
IOTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO P. O. BOX 4301 CHURCH STREET STATION NEW YORK, N Y 10007

TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT. | ALL SHIPMENTS F O B OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED | NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

NEW YORK CITY NY 10036

13	4533	40

CUST. REF. NO. 122179 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWN&DESIGN	BLK	50	6673	100	EA	34.50	M	3.45
COHIBA		50	6676	100	EA	34.50	M	3.45
VINALES		50	6678	100	EA	34.50	M	3.45
DARK N RICH		50	6679	100	EA	34.50	M	3.45
RICH N MELLOW		50	6680	100	EA	34.50	M	3.45
SLIM N MELLOW		50	6681	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45

96.60

REMIT TO P. O. BOX 4301 CHURCH STREET STATION NEW YORK, N Y 10007

TOTAL DUE PAY THIS AMOUNT

Confidential:
Under Protective Order

GC 012472

G ral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 [redacted] ACCOUNTING/ORDER

ALWAYS REFER TO: INVOICE NO. PAGE

04/02/80 1-G-251522 1 OF 2

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

[redacted]

204851	4119

SHIP TO

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

[redacted]

13 9987 40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

G ral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 [redacted] ACCOUNTING/ORDER

ALWAYS REFER TO INVOICE NO PAGE

04/02/80 1-G-251523 1 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

[redacted]

452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

[redacted]

13 9988 40

CUST. REF. NO	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
OWLET	BLK	50	6655	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
IOTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO ▶ . O. BOX 4301
HURCH STREET STATION
EW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT. | ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK FREIGHT ALLOWED | NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
COHIBA	50		6676	100	EA	34.50	M	3.45
CIENFUEGOS	50		6677	100	EA	34.50	M	3.45
VINALES	50		6678	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45

[redacted] .25

REMIT TO ▶ . O. BOX 4301
HURCH STREET STATION
EW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT. | ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK FREIGHT ALLOWED | NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012473

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
08/13/80	1-G-269430	2 OF 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	7155	40

CUST. REF. NO. | SHIPPED VIA | SHIPPED FROM

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
08/13/80	1-G-269430	1 OF 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	7155	40

CUST. REF. NO. | SHIPPED VIA | SHIPPED FROM

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
08/13/80	1-G-269431	1 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	7156	40

CUST. REF. NO. 071080 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
IOTA	BLK	50	6663	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45
STILETTO	BLK	50	6672	100	EA	34.50	M	3.45

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
08/13/80	1-G-269431	2 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	7156	40

CUST. REF. NO. 071080 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
GOLD CROWN&DESIGN	BLK	50	6673	100	EA	34.50	M	3.45
COHIBA		50	6676	100	EA	34.50	M	3.45
CIENFUEGOS		50	6677	100	EA	34.50	M	3.45
VINALES		50	6678	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL	BLK	50	6683	100	EA	34.50	M	3.45

Confidential: Under Protective Order

GC 012474

G[illegible]ral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10016

1202 ACCOUNTING ORDER

DATE MO. DAY YR	ALWAYS REFER TO INVOICE NO	PAGE
11/05/80	1-G-278605	1 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.S.	A/R
452002	2472

SHIP TO

TERMS NET 30

CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

FACTORY	SEC #	ACCOUNT
13	2555	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

G[illegible]eral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10016

3266 ACCOUNTING ORDER

DATE MO. DAY YR	ALWAYS REFER TO INVOICE NO.	PAGE
11/05/80	1-G-278604	1 OF 2

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.S.	A/R
204851	4119

SHIP TO

TERMS NET 30

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

FACTORY	SEC #	ACCOUNT
13	2554	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
OWLET	BLK	50	6655	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
IOTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45
STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWN&DESIGN	BLK	50	6673	100	EA	34.50	M	3.45
COHIBA		50	6676	100	EA	34.50	M	3.45
CIENFUEGOS		50	6677	100	EA	34.50	M	3.45
VINALES		50	6678	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45
CIGARINE		000050	6687	100	EA	34.50	M	3.45

93.15

TOTAL DUE PAY THIS AMOUNT

REMIT TO ▶ [illegible]. O. BOX 4301
[illegible]CHURCH STREET STATION
[illegible]EW YORK, N Y 10007

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

1-02-0003-3

Confidential:
Under Protective Order

GC 012475

204851 1-G-296316 B 2

General Cigar & Tobacco Co. a division of Culbro Corporation

3263 ORIGINAL INVOICE

INQUIRIES TO

DATE	ALWAYS REFER TO INVOICE NO	PAGE
12/12/80	1-G-296316	1 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER ORDER	
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS: NET 30

13	4319	30

121180 PHILIPSBURG

452002 1-G-296315 G 11

General Cigar & Tobacco Co. a division of Culbro Corporation

1202 ORIGINAL INVOICE

INQUIRIES TO

DATE	ALWAYS REFER TO INVOICE NO	PAGE
12/12/80	1-G-296315	1 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER ORDER	
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS: NET 30

13	4314	30

121180 PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	UNIT	PRICE	FOB	AMOUNT
VISTA	BLE	50	6652	100	EA	34.50	R	3.45
BILLO	BLE	50	6653	100	EA	34.50	R	3.45
LA FERME	BLE	50	6654	100	EA	34.50	R	3.45
OULET	BLE	50	6655	100	EA	34.50	R	3.45
ESCAPADE	BLE	50	6656	100	EA	34.50	R	3.45
TEE JAYS	BLE	50	6657	100	EA	34.50	R	3.45
LARAMIE	BLE	50	6658	100	EA	34.50	R	3.45
NEW BREED	BLE	50	6659	100	EA	34.50	R	3.45
TALISMAN	BLE	50	6660	100	EA	34.50	R	3.45
ESCORT	BLE	50	6661	100	EA	34.50	R	3.45
TRANQUILLO	BLE	50	6662	100	EA	34.50	R	3.45
IOTA	BLE	50	6663	100	EA	34.50	R	3.45
DON DOMINGO	BLE	50	6664	100	EA	34.50	R	3.45
SPARTACUS	BLE	50	6665	100	EA	34.50	R	3.45
FINESSE	BLE	50	6666	100	EA	34.50	R	3.45
BIG SKY	BLE	50	6667	100	EA	34.50	R	3.45
VIVA	BLE	50	6668	100	EA	34.50	R	3.45
OLE	BLE	50	6669	100	EA	34.50	R	3.45
WINDRILL	BLE	50	6671	100	EA	34.50	R	3.45

CONTINUED

[redacted] P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

STILETTO	BLE	50	6672	100	EA	34.50	R	3.45
GOLD CROWNSDESIGN	BLE	50	6673	100	EA	34.50	R	3.45
COHIBA		50	6674	100	EA	34.50	R	3.45
CIENFUEGOS		50	6675	100	EA	34.50	R	3.45
VINALES		50	6676	100	EA	34.50	R	3.45
VALUE LINE		50	6682	100	EA	34.50	R	3.45
CURTAIN CALL	BLE	50	6683	100	EA	34.50	R	3.45
CIGARINE		000050	6687	100	EA	34.50	R	3.45

93.15

[redacted] P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

Confidential:
Under Protective Order

GC 012476

204851 1-G-116237 N 2

General Cigar & Tobacco Co. a division of Culbro Corporation Culbro

107F

ORIGINAL INVOICE

INQUIRIES TO → U. S. Route 130 at Georges Road, P.O. Box 2060, Dayton, N.J. 08810

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO	PAGE
05/01/81	1-G-116237	1 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS: NET 30

13	4751	40

CUST REF NO 000000 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
IOTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y. 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT | ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEE'S RISK FREIGHT ALLOWED | NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWN&DESIGN	BLK	50	6673	100	EA	34.50	M	3.45
COHIBA		50	6676	100	EA	34.50	M	3.45
CIENFUEGOS		50	6677	100	EA	34.50	M	3.45
VINALES		50	6678	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45
CIGARINE		000050	6687	100	EA	34.50	M	3.45

Confidential:
Under Protective Order

GC 012477

G eral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — 605 THIRD AVENUE NEW YORK, N.Y. 10158

107F

ACCOUNTING ORDER — ALWAYS REFER TO INVOICE NO. — PAGE

DATE: 06/25/81 — 1-G-122547 — 1 of 2

SOLD TO
RUBCVITS CIGARS INC
320 SO LASALLE STREET
CHICAGC IL 60604

CUSTOMER CODES: O.E. 204851 — A.R. 4119

SHIP TO
RUBCVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGC IL 60604

TERMS NET 30

13 4768 40

G eral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — 605 THIRD AVENUE NEW YORK, N.Y. 10158

103F

ACCOUNTING ORDER — ALWAYS REFER TO INVOICE NO. — PAGE

DATE: 06/25/81 — 1-G-122548 — 1 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PC BCX 755
TUXEDO NY 10587

CUSTOMER CODES: O.E. 452002 — A.R. 2472

SHIP TO
CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

13 4769 40

CUST REF NO: 000000 — SHIPPED VIA: — SHIPPED FROM: PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	UNIT	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEPME	BLK	50	6654	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
ICTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO: ENERAL CIGAR & TOE. CO. P. O. BOX 8500, S-3470 PHILADELPHIA, PA 19178

TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT — ALL SHIPMENTS F.O.B. OUR FACTORY AT CONSIGNEES RISK FREIGHT ALLOWED

DENOTES PARTIAL SHIPMENT

CUST REF NO: 000000 — SHIPPED VIA: — SHIPPED FROM: PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	UNIT	PRICE	PER	AMOUNT
STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWN&DESIGN	BLK	50	6673	100	EA	34.50	M	3.45
COHIBA		50	6676	100	EA	34.50	M	3.45
CIENFUEGOS		50	6677	100	EA	34.50	M	3.45
VINALES		50	6678	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL	BLK	50	6683	100	EA	34.50	M	3.45
CIGARINE		000050	6687	100	EA	34.50	M	3.45

93.15

REMIT TO: ENERAL CIGAR & TOE. CO. P. O. BOX 8500, S-3470

TOTAL DUE

Confidential:
Under Protective Order

GC 012478

DATE	INVOICE NO.	PAGE
8/21/81	1G-082281	1 OF 2

SOLD TO RUBOVITS CIGARS, INC.
320 SO LASALLE STREET
CHICAGO, ILL 60604

CUSTOMER CODES	
O.E.	A/R
204831	4119

SHIP TO RUBOVITS CIGARS, INC.
320 SO LASALLE STREET
CHICAGO, ILL 60604

TERMS NET 30

13	A10[illegible]	[illegible]

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000	U.P.S.	[illegible]

General Cigar & Tobacco Co. a division of Culbro Corporation

Culbro

INQUIRIES TO → 605 THIRD AVENUE
NEW YORK, N.Y.
10016

TRIPLICATE INVOICE

DATE MO. DAY YR	ALWAYS REFER TO INVOICE NO.	PAGE
8/[illegible]	1G-082281	1 OF 2

SOLD TO CIGARS ST. CLARA LTD
P.O. BOX 755
TUXEDO, N.Y. 10[illegible]

CUSTOMER CODES	
O.E.	A/R
45[illegible]	2472

SHIP TO CIGARS SANTA CLARA LTD
11 EAST - 45th STREET
NEW YORK, N.Y. 10017

TERMS [illegible]

13	A1[illegible]	4

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000[illegible]	U.P.S.	[illegible]

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
BIG SKY	50	6667	100	EA	34.50	M	3.45
CIRRUEGOS	50	6677	100	EA	34.50	M	3.45
COHIBA	50	6676	100	EA	34.50	M	3.45
CURTAIN CALL	50	6683	100	EA	34.50	M	3.45
ESCAPADE	50	6656	100	EA	34.50	M	3.45
ESCORT	50	6661	100	EA	34.50	M	3.45
FINESSE	50	6666	100	EA	34.50	M	3.45
IOTA	50	6663	100	EA	34.50	M	3.45
LA FEMME	50	6654	100	EA	34.50	M	3.45
LARANIC	50	6651	100	EA	34.50	M	3.45
NEW BRIEF	50	6657	100	EA	34.50	M	3.45
OLE	50	6669	100	EA	34.50	M	3.45
OWLET	50	6655	100	EA	34.50	M	3.45
PILLO	50	6652	100	EA	34.50	M	3.45
SPARTACUS	50	6665	100	EA	34.50	M	3.45
STILLETTO	50	6670	100	EA	34.50	M	3.45
THE-JAYS	50	6657	100	EA	34.50	M	3.45

REMITTANCE COPY

CONTINUED

REMIT TO ▶ GENERAL CIGAR & TOB. CO
P.O. BOX 8500 S-3470
PHILADELPHIA, PA 19178

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

1-02-0002 3

TALISMAN	50	6660	100	EA	34.50	M	[illegible]
TRANSQUILLO	50	6662	100	EA	34.50	M	[illegible]
VALVE LINE	50	6682	100	EA	34.50	M	[illegible]
VIRALES	50	6673	100	EA	34.50	M	[illegible]
VISTA	50	6652	100	EA	34.50	M	[illegible]
VIVA	50	6668	100	EA	34.50	M	[illegible]
WINDMILL	50	6671	100	EA	34.50	M	[illegible]
GOLDEN CROWN	50	6672	100	EA	34.50	M	[illegible]
CIGARINE	50	6687	100	EA	34.50	M	[illegible]
DON DOMINGO	50	6661	100	EA	34.50	M	[illegible]
NIGHT OWL	50	1492	100	EA	34.50	M	[illegible]

REMITTANCE COPY

Confidential:
Under Protective Order

GC 012479

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10158

107F 1 ACCOUNTING/ORDER

DATE	ALWAYS REFER TO: INVOICE NO.	PAGE
12/04/81	1-G-145273	1 OF 2

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODE	
204851	4119

SHIP TO

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	8307	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA	BLK	50	6652	100	EA	34.50	M	3.45
	RILLO	BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
	OWLET	BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
	ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
	TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
	IOTA	BLK	50	6663	100	EA	34.50	M	3.45
	DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
	SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
	FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
	VIVA	BLK	50	6668	100	EA	34.50	M	3.45
	OLE	BLK	50	6669	100	EA	34.50	M	3.45
	WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO ▶ ENERAL CIGAR & TOB. CO.
. O. BOX 8500, S-3470
HILADELPHIA, PA 19178

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012480

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → 605 THIRD AVENUE
NEW YORK, N.Y. 10158

DATE	INVOICE NO.
12/04/81	1-G-145272

SOLD TO

CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER NO.	
452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

13	8306	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
	CIGARINE	000050	6687	100	EA	34.50	M	3.45

93.15

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED.

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012481

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10158

103B

ACCOUNTING/ORDER

DATE	ALWAYS REFER TO: INVOICE NO.	PAGE
12/04/81	1-G-145272	1 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODE	
452002	2472

SHIP TO

. CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	8306	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA	BLK	50	6652	100	EA	34.50	M	3.45
	RILLO	BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
	OWLET	BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
	ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
	TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
	IOTA	BLK	50	6663	100	EA	34.50	M	3.45
	DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
	SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
	FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
	VIVA	BLK	50	6668	100	EA	34.50	M	3.45
	OLE	BLK	50	6669	100	EA	34.50	M	3.45
	WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

▲ TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012482

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10158

107F

ACCOUNTING ORDER

ALWAYS REFER TO INVOICE NO.

DATE	INVOICE NO.	PAGE
12/04/81	1-G-145273	5 OF 5

CUSTOMER CODE

204851	4119

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

SHIP TO

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	DOC.	ACTIVITY
13	8307	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
	CIGARINE	000050	6687	100	EA	34.50	M	3.45

93.15

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

▲ TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential: Under Protective Order

GC 012483

General Cigar & Tobacco Co. a division of Culbro Corporation

DUPLICATE INVOICE

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10158

107F

DATE MO/DA/YR	ALWAYS REFER TO: INVOICE NO.	PAGE
04/15/82	1-G-162326	1 OF 2

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODE	
204851	4119

SHIP TO

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	0879	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA	BLK	50	6652	100	EA	34.50	M	3.45
	PILLO	BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
	OWLET	BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
	ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
	TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
	IOTA	BLK	50	6663	100	EA	34.50	M	3.45
	DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
	SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
	FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
	VIVA	BLK	50	6668	100	EA	34.50	M	3.45
	OLE	BLK	50	6669	100	EA	34.50	M	3.45
	WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

▲ TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

General Cigar & Tobacco Co. a division of Culbro Corporation

Culbro

DUPLICATE INVOICE

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10158

107E

DATE (MO. DAY YR.)	ALWAYS REFER TO: INVOICE NO.	PAGE
04/15/82	1-G-162326	2 OF 2

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODE	
204851	4119

SHIP TO

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	0879	60

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
	CIGARINE	000050	6687	100	EA	34.50	M	3.45

93.15

TOTAL DUE
PAY THIS AMOUNT

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

General Cigar & Tobacco Co. a division of Culbro Corporation

Culbro

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10016

DUPLICATE INVOICE

	ALWAYS REFER TO: INVOICE NO.	PAGE
04/15/82	1-G-162331	1 OF 1

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODE	
201951	4110

SHIP TO
20
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

FACTORY	DOC. NO.	ACTIVITY
13	[illegible]	[illegible]

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILADELPHIA

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
NIGHT OWL	50	1492	100	EA	34.50	M	3.45
WHITE OWL BRAND	50	1496	[illegible]	EA	34.50	M	3.45
SHIPPED WITH INVOICE #1-G-162320							

TOTAL DUE
PAY THIS AMOUNT

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P.O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

AP ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

DE DENOTES PARTIAL SHIPMENT

1-02-0003-3

Confidential:
Under Protective Order

GC 012486

General Cigar & Tobacco Co. a division of Culbro Corporation

DUPLICATE INVOICE

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10158

103A

DATE MO. DAY YR	ALWAYS REFER TO: INVOICE NO.	PAGE
04/15/82	1-G-162325	1 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
100 STERLING MINE ROAD
SLOATSBURG N Y 10974

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	0878	0

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSB[illegible]

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA BLK	50	6652	100	EA	34.50	M	3.45
	TILLO BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME BLK	50	6654	100	EA	34.50	M	3.45
	OWLET BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN BLK	50	6660	100	EA	34.50	M	3.4[redacted]
	ESCORT BLK	50	6661	100	EA	34.50	M	3.4[redacted]
	TRANQUILLO BLK	50	6662	100	EA	34.50	M	3.4[redacted]
	IOTA BLK	50	6663	100	EA	34.50	M	3.4[redacted]
	DON DOMINGO BLK	50	6664	100	EA	34.50	M	3.4[redacted]
	SPARTACUS BLK	50	6665	100	EA	34.50	M	3.4[redacted]
	FINESSE BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY BLK	50	6667	100	EA	34.50	M	3.45
	VIVA BLK	50	6668	100	EA	34.50	M	3.45
	OLE BLK	50	6669	100	EA	34.50	M	3.45
	WINDMILL BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

General Cigar & Tobacco Co. a division of Culbro Corporation

DUPLICATE INVOICE

INQUIRIES TO → 605 THIRD AVENUE, NEW YORK, N.Y. 10158

103A

DATE	ALWAYS REFER TO: INVOICE NO.	PAGE
04/15/82	I-G-162325	2 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
100 STERLING MINE ROAD
SLOATSBURG N Y 10974

CUSTOMER CODE	SALESMAN
452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	0878	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		OUTLIPSBURG

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
STILETTO BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWNSDESIGN BLK	50	6673	100	EA	34.50	M	3.45
COHIBA	50	6676	100	EA	34.50	M	3.45
CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
VINALES	50	6678	100	EA	34.50	M	3.45
VALUE LINE	50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
CIGARINE	000050	6687	100	EA	34.50	M	3.45

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

TO PAY

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WITHOUT TURN WITHOUT

* DENOTES PARTIAL SHIPMENT

Confidential: Under Protective Order

GC 012488

General Cigar & Tobacco Co. a division of Culbro Corporation

Culbro

DUPLICATE INVOICE

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10016

	ALWAYS REFER TO: INVOICE NO.	PAGE
04/15/82	1-G-162330	1 OF 1

452002	2472

SOLD TO CIGARS SANTA CLARA LTD
100 STERLING MINE ROAD
SLOATSBURG NY 10974

SHIP TO 45 CIGARS SANT[illegible] LTD
11 EAST 45T[illegible]
NEW YORK N[illegible]

13	0912	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
[illegible]		PHILLIPSBURG

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
NIGHT OWL	[illegible]	1492	100	EA	34.50	M	3.45
WHITE OWL BRAND		1496	100	EA	34.50	M	3.45

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P.O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR [illegible] AT CONSIGNEES RISK, F[illegible]

* DENOTES PARTIAL SHIPMENT

Confidential: Under Protective Order

GC 012489

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Goldstein Summary Judgement Ex. 84A

EXHIBIT 84 A

Winston presenta

LA HISTORIA DE LOS MUNDIALES

PLAINTIFF'S
DEPOSITION
EXHIBIT
379
6/27/01 M

El mercado tabaquero español

Última hora

Don Gabriel Cañadas Nouvillas, nuevo Presidente de Tabacalera

DON Gabriel Cañadas Nouvillas, Embajador de España en Roma, ha sido nombrado **Presidente de Tabacalera**, en sustitución de don Alberto Monreal Luque. Don Gabriel Cañadas nació en 1923, es licenciado en Derecho e ingresó en la carrera diplomática en 1950. Como Secretario de Embajada prestó sus servicios en el Consulado General de Nueva York y en las Embajadas de Ankara y Amán. Fue Director del Gabinete Técnico del Ministro de Asuntos Exteriores en 1960. Dos años después fue nombrado Secretario General Técnico del Ministerio de Información y Turismo, para en 1965 ser nombrado nuevamente al Ministerio de Asuntos Exteriores como Secretario General del Consejo Superior de Asuntos Exteriores. En 1970 fue destinado a la Embajada de España en Túnez y en el 72 fue nombrado Director de Tratados y Acuerdos Internacionales. En 1975 ocupó el cargo de Subsecretario de Información y Turismo para en 1976 pasar a ser Embajador en Ankara. Por último y antes de desempeñar el cargo de Embajador en Roma (junio de 1979) fue Secretario de Estado de Cultura.

Don Gabriel Cañadas Nouvillas, nuevo Presidente de Tabacalera.

Don Alberto Monreal Luque, Presidente de Tabacalera durante más de ocho años.

Su antecesor, don Alberto Monreal Luque, fue nombrado Presidente de Tabacalera en enero de 1974, meses después de haber cesado como Ministro de Hacienda.

AMORTIZADAS MAS DE DOS MIL EXPENDEDURIAS

TABACALERA con los pronósticos sobre la perspectiva de nuestro intercambio con la Comunidad Económica Europea, que la red comercial alcance niveles de competitividad adecuados al mercado en que han de moverse, según se desprende del Memorándum de la Compañía. Y dentro de la política de [illegible]

Edita: Tabapress.—Redacción, Administración y Publicidad: Almirante, 9. Tel. (91) 221 51 94. MADRID-4.—Director: Raimundo de los Reyes.—Colaboradores: Julián Uceda • Daniel Hortas • Manuel Llanos Company • Isidoro Panin Castillo • Juan Sempaloyo.—Publicidad: Departamento propio.—Precio de suscripción: España (doce números): 2.000 pesetas. Extranjero: 32 dólares.—Imprime: Grafimad, Sebastián Gómez, 5. Madrid-26.—Depósito Legal: M. 4.675-1964.—ACTUALIDAD TABAQUERA hace constar que los artículos insertados en sus páginas son de la exclusiva opinión de sus autores sin que el hecho de que los publiquemos signifique identidad con ellos. Se autoriza su reproducción, citando su procedencia.

Presentación de los Cohiba

Don Alberto Monreal Luque, Presidente de Tabacalera, con un Cohiba en la boca, acompañado de don Oscar García Fernández, embajador de Cuba y don Jesús Vázquez González, Vicedirector de Cubatabaco.

EL «todo Madrid» de las letras, las artes, el periodismo y la política estuvo presente en el acto de presentación de los cigarros puros Cohiba que convocó en un céntrico hotel de Madrid Tabacalera y Cubatabaco.

Tras unas breves palabras de presentación del Presidente de Tabacalera, don Alberto Monreal Luque, intervino don Jesús Vázquez González, vicedirector de Cubatabaco quien subrayó que «la primacía de la comercialización de estos puros corresponde al mercado español. En principio las cantidades disponibles no serán apreciables –subrayó– ofertándose tres surtidos, los cuales serán ampliados en futuras remesas, lo que permitirá al propio tiempo una mayor diversidad en los precios y características, en correspondencia con las exigencias de cada consumidor».

La remesa que ha llegado a España consta de 28.000 unidades, de tres tipos diferentes –Lanceros, Panetelas y Coronas– de alta regalía y totalmente elaborados a mano. El precio de venta al público oscila entre las 400 y las 850 pesetas por unidad, lo que demuestra la alta calidad de su elaboración y el restringido mercado en que podrá realizarse su comercialización. Los cigarros puros Cohiba estuvieron reservados exclusivamente para el servicio de relaciones públicas del Gobierno cubano que, por primera vez, los pone en el mercado mundial.

Al acto de presentación asistió el embajador de la República de Cuba en España, don Oscar García Fernández.

Don Fernando Pi sonríe ante las ocurrencias del escritor Vizcaíno Casas.

El humorista Antonio Mingote, junto al Director de Tabapack, don José Manuel Morán.

La actriz Victoria Vera, una buena fumadora de puros.

Directivos de Cubatabaco.

De izquierda a derecha, los señores Fer[illegible] Ordóñez, Soto Guinda, Monreal Luque [illegible] periodista Xavier Domingo.

Xavier Domingo, el político Antonio Sen[illegible] y Vizcaíno Casas, junto al Presidente de T[illegible]bacalera.

Declaration of Translation
Of Document P10771

Debra Evenson declares under penalty of purjury under the laws of the United States that the following it true and correct:

1. I am a lawyer, licensed to practice law in the State of New York, and am of counsel to the law firm Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C. I was professor of law at DePaul University School of Law from 1980-1993 where I taught comparative international law. I am fluent in the Spanish language.

2. I translated the document identified as P10771 from the original Spanish into English. I attach hereto a copy of the original document in Spanish and the translation thereof which is a true and correct translation into English.

Signed this 14th day of January of 2002

DEBRA EVENSON

Presentación de los Cohiba

Don Alberto Monreal Luque, Presidente de Tabacalera, con un Cohiba en la boca, acompañado de don Oscar García Fernández, embajador de Cuba y don Jesús Vázquez González, Vicedirector de Cubatabaco.

El mundo Madrileño de los toros, los artistas, el periodismo y la política acudió presente al acto de presentación de los cigarros puros Cohiba que tuvo lugar en un céntrico hotel de Madrid Tabacalera y Cubatabaco.

Tras unas breves palabras de presentación del Presidente de Tabacalera, don Alberto Monreal Luque, intervino don Jesús Vázquez González, vicedirector de Cubatabaco quien subrayó que la primacía de la comercialización de estos puros corresponde al mercado español. En principio las cantidades disponibles no serán apreciables —subrayó— dirigiéndose tres sociedades, los cuales serán empleados en futuros remesas, lo que permitirá al propio tiempo una mayor diversidad en los precios y características, en correspondencia con los originales de cada consumidor.

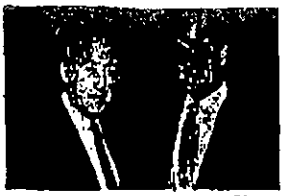
La remesa que ha llegado a España consta de 25.000 unidades, de tres tipos diferentes —Lanceros, Panetelas y Coronas— de alta calidad y totalmente adecuadas a mano. El precio de venta al público cada uno es 400 y los 850 pesetas por unidad, lo que demuestra la alta calidad de su elaboración y el restringido mercado en que podrá realizarse su comercialización. Los cigarros puros Cohiba estuvieron reservados exclusivamente para el servicio de relaciones públicas del Gobierno cubano que, por primera vez, los pone en el mercado mundial.

Al acto de presentación asistió el embajador de la República de Cuba en España, don Oscar García Fernández.

22 ■ – ABC

Don Fernando Pi saludo entre las autoridades del anterior Vicente Cassi.

Directivos de Cubatabaco.



El banquero Antonio Mingote, junto al Director de Tabapunt, don José Manuel Martín.

De izquierda a derecha, los actores Fernando Ortigosa, Juan Calvo, Manuel Lozano y el periodista Xavier Domínguez.

La actriz Victoria Vera, que hizo honores de puros.

Xavier Domínguez, el público Antonio Mingote y Vicente Cassi, junto al Presidente de Tabacalera.

P10771

Translation of P10771

Presentation of the Cohiba

"All of Madrid" of letters, the arts, journalism and politics was present in the act of presentation of the cigars Cohiba that Cubatabaco and Tabacalera convoked in a central hotel of Madrid.

After some brief words of presentation by the President of Tabacalera don Alberto Monreal Luque, don Jesus Vazquez Gonzalez, vice director of Cubatabaco spoke who underlined that "the premier of the sale of these cigars corresponds to the Spanish market. At the beginning the quantities available will not be appreciable – he underlined – offering three types, which will be expanded in future shipments that will permit at the same time a greater diversity of prices and characteristics in correspondence with the demand of each consumer.

The shipment that arrived in Spain is composed of 28,000 units of three different types- Lanceros, Panetelas and Coronas – of high quality and totally made by hand. The price of sale to the public varies between 400 and 850 pesetas for each cigar which shows the high quality of its elaboration and the restricted market in which they might be sold. The Cohiba cigars were reserved exclusively for the service of public relations of the Cuban government which, for the first time, is putting them on the world market.

The act of presentation was attended by the Ambassador of the Republic of Cuba in Spain, don Oscar Garcia Fernandez.

July 82

Photo captions:

Don Alberto Monreal Luque, President of Tabacalera, with a Cohiba in his mouth, accompanied by Oscar Garcia Fernandez, ambassador of Cuba nad don Jesus Vazquez Gonzalez, Vice Director of Cubatabaco.

Don Fernando Pi reacts to the wit of the writer Vizcaino Casas.

Directors of Cubatabaco

The humorist Antonio Mingote, together with the Director of Tabapack, don Jose Manuel Mania.

From left to right, Francisco Ordonez, Soto Culinda, Monreal Luque and journalist Xavier Domingo.

The actress Victoria Vera, a good smoker of cigars.

Xavier Domingo, politician (illegible) and Vizcaino Casas, together with the president of Tabacalera.

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Goldstein Summary Judgment Ex. 84B

EXHIBIT 84 B

COHIBA: THE MOST DISTINGUISHED...
even among the Havana Cigars
COHIBA
COHIBA
COHIBA
CUBATABACO
JOSE MARTI
ANNIVERSARY
Cuba
TABACO

P10719

P10720

Photos: Pedro Perdomo

Cuba TABACO INTERNATIONAL

No. 7, 1982

Quartely review of the Cuban tobacco export enterprise
a CDED-MINAL publication
Editor: Humberto Cabezas
Editorial Manager: Zoila Couceyro
Editorial Staff: Marcelino Valdés, Clemente Vera, Edma Martinez and Pedro Perdomo
Advisory Council: Boards of Directors of Cubatabaco.
Permit No. 81248/154 from the Post and Telegraph Office.
Editorial offices: Amargura #103 esq. San Ignacio, Zona 1, Ciudad Habana, Cuba. Telephone: 61 84 53 and 62 35 96.
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SUMMARY — PAGE

READY TO BE SHIPPED 4
FORECASTS FOR TOBACCO 10
THE SAME AS EVER 18
A STORY THAT BEGINS IN THE SELECTION SHED 22
THE ETERNAL COMPANION OF THE SMOKER 32
EN ESPAÑA DECIR PUROS, ES DECIR PUROS HABANOS 34
UN PURO HABANO ES EL AMIGO IDEAL PARA LOS MOMENTOS FELICES 39
A SENSATIONAL NEW IN THE WORLD OF TOBACCO 48
THE HAVANA CIGAR HAS A TOP QUALITY 50
THE MASTERS OF COLOR TURN TO TOBACCO 52
IMPORTING HAVANA CIGARS MEANS PRESTIGE FOR ANY FIRM 62
HOW THE DUNHILL CIGAR WAS BORN 64
SUMMARIES 67

JOSE MARTI

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

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PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Goldstein Summary Judgment Ex. 84C

EXHIBIT 84 C

actualidad tabaquera

AÑO XVIII • N.º 215 • ENERO 1982

P10766

sumario

EL LIBRO BLANCO DEL EXPENDEDOR

Presentación en Madrid del proyecto de informe sobre la problemática económica, financiera y social del sector expendedor de tabacos. (Pág. 5)

PLAN DE RENOVACION INDUSTRIAL DE TABACALERA

La Compañía invertirá alrededor de 8.000 millones de pesetas en su actual plan de renovación industrial. (Pág. 22)

DESCIENDEN LAS VENTAS DE CIGARROS EN EUROPA

El mercado de cigarros en la C.E.E. muestra una ligera tendencia a la baja. (Pág. 29)

FIESTA DE NAVIDAD EN CASTELLON

Alegre fiesta gremial de los expendedores de esta provincia. (Pág. 18).

NUESTRA PORTADA:

Libro de entrada de tabacos de la Fábrica de Sevilla (año 1752).

EL EXPENDEDOR POR ENCIMA DE TODO

[illegible]

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P10767

información gremial

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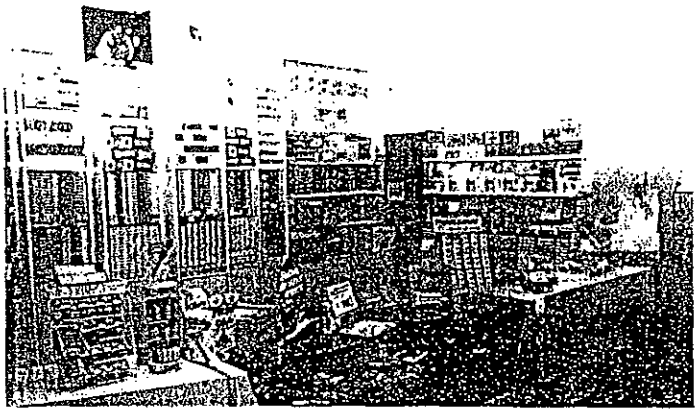
La UNION es lo único que interesa y la solución a nuestros problemas. ¡Unámosnos! aún más, os diría, ¡hermanémosnos! ¿No seremos capaces de comprenderlo?

Un cordial abrazo para todos y una última llamada a la reflexión, os pide de todo corazón, vuestro compañero y amigo. D.P.V.



DOÑA Inés Consiglieri es la titular de la Expendeduría número 1 de Alora (Málaga), recientemente inaugurada y que como puede observarse en la imagen dispone de un amplio y moderno mostrador, así como de numerosas estanterías para la perfecta localización de las labores de tabaco y para, en definitiva, ofrecer un buen y rápido servicio al cliente.

Cuba exportará los cigarros puros «Cohiba»

CUBA comercializará internacionalmente los famosos habanos Cohiba, hasta ahora reservados para los obsequios que el Estado cubano ofrecía a personalidades de todo el mundo.

Los primeros países a los que se ofrecerá el Cohiba será a los europeos, sobre todo España, Holanda, Francia, República Federal de Alemania y Bélgica, donde los puros cubanos tienen un mercado reconocido.

La nueva línea de exportación comenzará en enero próximo, según declaraciones de Avelino Lara Rodríguez, director de la empresa de tabacos El Laguito.

El vulumen de exportación será en los primeros tiempos de tres millones de unidades anuales, aunque se piensa que esta oferta puede crecer en los próximos años.

Con la misma marca Cohiba se comercializarán tres tipos de puro de forma y tamaño distinto: el Lancero, de 192 milímetros de largo y 38 de grueso; el Corona Especial, de 150 milímetros y 38 de diámetro, y el Panetela, de 115 por 26 milímetros.

El Cohiba, uno de los cigarros preferidos por Fidel Castro, es conocido internacionalmente porque es la marca que habitualmente incluye el Estado cubano en sus obsequios a delegaciones y personalidad extranjeras.

En Gerona

Fallece don José Mateu Sastre

CON el ruego de su publicación el Gremio de Estanqueros de Gerona nos envía la siguiente nota.

Tras larga y penosa enfermedad, ha fallecido en el pueblo costabravense de La Escala, don José Mateu Sastre, expendedor y vocal de la comarca del Alto Ampurdán.

Con este motivo el Gremio de Estanqueros de las Comarcas gerunenses al solidarizarse con el dolor de sus familiares, muy especialmente de su viuda doña Gracia Llop Cortal; hijos Juan y Magda, hija política Cathy Iglesias, nieta Esther y hermano Joaquín, quiere resaltar las entrañables virtudes del finado, y su infatigable dedicación al Gremio. Incluso cuando la enfermedad ya hacía mella en su persona, nunca dejó de asistir a las reuniones convocadas por sus compañeros de Junta. Con un sentido clarísimo de lo que es la responsabilidad profesional constituirá un auténtico ejemplo para quienes tuvimos la suerte de honrarnos con su trato. ¡Descanse en paz el amigo y colega!

ACTUALIDAD TABAQUERA se une al dolor y pesar de todos los expendedores de esta provincia por el fallecimiento del expendedor don José Mateu Sastre.

P10768

Declaration of Translation
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P10768

Translation of article on P10768

Cuba will export "Cohiba" cigars

Cuba will sell internationally the famous Cohiba Cuban cigars, until now reserved for gifts of the Cuban state offered to personalities of all over the world.

The first countries to which the Cohiba will be offered will be Europe, above all Spain, Holland, France and Belgium where Cuban cigars have a well known market.

The new line of export will begin next January, according to statements by Avelino Lara Rodriguez, director of the tobacco company El Laguito.

The volume of export will be at first 3 million units annually, although it is thought that this offer may grow in the next years.

Three types of cigar in form and size will be sold with the same mark Cohiba: the Lancero, 192 millimeters long and 38 wide; the Corona Especial, 150 millimeters long and 38 of diameter; and the Panetela, 115 by 28 millimeters.

The Cohiba, one of the cigars preferred by Fidel Castro, is known internationally because it is the mark with the Cuban state customarily includes in its gifts to foreign delegations and personalities.

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Goldstein Summary Judgment Ex. 84D

EXHIBIT 84 D

EL PAIS

El presidente del Instituto para las Obras de Religión, arzobispo Paul Marcinkus, en compañía del Papa durante el viaje de éste a Polonia.

El Papa ignoraba las actividades del 'banquero de Dios'

El Vaticano no aclara la relación del arzobispo Marcinkus con el financiero Roberto Calvi

JUAN ARIAS, Roma

Hay quien asegura que la Historia de Roberto Calvi y el arzobispo litvano-norteamericano Paul Marcinkus, muy participables del Papa y gobernador del Estado del Vaticano y presidente del Banco Pontificio, está haciendo sufrir a Juan Pablo II más aún que su mismo atentado en la plaza de San Pedro. Oficialmente no hay aún respuesta a las siete preguntas formuladas a la Santa Sede por los informadores religiosos italianos y extranjeros acreditados ante el Vaticano, y a las que se pedía una respuesta concreta, para aclarar las acusaciones que la Prensa mundial está echando sobre las espaldas del *banquero de Dios*.

En los pasillos vaticanos se dice que el Papa no puede aún responder por un motivo muy sencillo: porque ni él mismo estaba enterado de estas cosas. Como no lo estaban obispos y cardenales de curia. Y menos aún lejanos eclesiásticos de otros países, que en estos momentos viven con preocupación esta historia por las repercusiones que indirectamente pueda tener sobre la imagen pública del Vaticano y de la popular y evangélica acción pastoral del papa Wojtyla. Por eso se asegura que el Papa se está informando a fondo y que está dispuesto a que todo se aclare, porque la Santa Sede no se puede permitir vivir en esta ambigüedad y bajo continuas sospechas de tráficos ilegales en el campo financiero. Pero el problema de fondo es la estrecha amistad que une al arzobispo Marcinkus con el papa Wojtyla. Y no sólo porque es su brazo derecho en los viajes internacionales, sino también porque antes de ser papa Wojtyla ya Marcinkus se había ganado la simpatía del entonces arzobispo de Cracovia ayudando económicamente a la Iglesia polaca. Y si lo hizo entonces, es de suponer que ha seguido haciéndolo con mayor intensidad durante estos años de pontificado de Wojtyla.

Y probablemente el banquero vaticano intentará ahora justificar algunos de sus "pecados" financieros ante el Papa con el pretexto de haber ayudado a las iglesias necesitadas. Así se pueden hoy explicar algunos particulares, incluso de los viajes papales, como la ilícita escala técnica en Nassau durante el vuelo a México, pasando por Santo Domingo. Nadie se explicó entonces aquella parada del Papa en las Bahamas. Ahora todo resulta más claro al saber que monseñor Marcinkus es consejero de administración del Cisalpine Bank, de Nassau, actualmente Ambrosiano Overseas. Es el único obispo de la Iglesia católica que ha aceptado figurar en el consejo de administración de un banco. Y hay quien asegura que la misma visita del papa Wojtyla a Hawaii, en Estados Unidos, tuvo también la finalidad de hacer saludar al Papa no a los *pobres* mejor como se ha dicho, sino a grandes personajes de aquella zona.

Todas estas cosas las va conociendo el Papa en estos días. Como también las quejas de obispos y cardenales de curia y del extranjero, que no comprenden por qué el IOR, es decir, el Banco Vaticano, deba actuar sin ningún control. Existe sólo una comisión de cardenales que cada año ven los balances finales, pero sin poder siquiera llevárselos a casa. Por otra parte, no entienden de material bancario. De este modo, monseñor Marcinkus es el dueño absoluto del banco. El se defiende diciendo que en ese banco están las capitales de casi todas las congregaciones y órdenes religiosas y que, por tanto, debe quedar bajo secreto, pero hay quien acusa también a ese banco de haberse prestado para que, a través de él, pasasen capitales italianos al extranjero.

Historias turbias

Obispos y cardenales han tenido siempre que el dinero de religiosos y el de la Santa Sede, que es dinero llegado al Papa de limosnas de los católicos de todo el mundo, pudieran ser invertidos en empresas poco dignas y poco apreciables a Dios. Alguna vez se ha descubierto, al parecer, que el Banco Vaticano tenía acciones incluso en firmas que después controlaban fábricas de anticonceptivos o tipografías pornográficas. Evidentemente, cuando se descubre, el Vaticano vende enseguida las acciones. Pero ¿quién controla todas estas cosas?, se preguntan en el Vaticano los enemigos de Marcinkus. Y esta pregunta se plantea cada vez que las finanzas de la Santa Sede se ven mezcladas en asuntos tan turbios como los últimos de los banqueros Michele Sindona y Roberto Calvi, donde están mezclados intereses de mafia, de servicios secretos, de masonería y quién sabe de otras cosas.

gente

Fidel Castro (a la derecha) encendió un puro Cohiba al senador norteamericano Mac Govern.

El rey Juan Carlos celebra hoy, festividad de San Juan, su onomástica con la tradicional recepción en los jardines del palacio Real a instituciones y personalidades de la nación. La recepción de este año, a la que asiste también la reina Sofía, será semejante a la celebrada en años anteriores. Comenzará a las ocho de la tarde con un *buffet* en los jardines del palacio Real, salvo que la climatología lo impida. Han sido cursadas invitaciones oficiales, por parte del servicio de protocolo de palacio, al Gobierno en pleno, presidentes de altas instituciones, miembros del Congreso y del Senado, dirigentes de partidos políticos, cuerpo diplomático, así como a representantes de movimientos internacionales. En años anteriores no estuvieron presentes ni el *príncipe Felipe* ni las infantas *Elena* y *Cristina*.

Jesús López de Dicastillo, es un español que, tras quince días de viaje en bicicleta por Latinoamérica, llegó hoy a São Paulo, con la intención de proseguir por la región del río Amazonas y Venezuela. López de Dicastillo recorrió un total de 21 000 kilómetros, visitando México, Belice, Guatemala, Honduras, Nicaragua, Costa Rica, Panamá, Colombia, Ecuador, Perú, Bolivia, Chile, Argentina y Paraguay, deslizándose por los caminos y pueblos en una tienda de campaña que llevó consigo. López de Dicastillo salió de España en febrero de 1981, abandonando su trabajo de ingeniero técnico en una fábrica automovilística, con la finalidad de "salir de la rutina y conocer este continente". Añadió "Antes, me levantaba a las seis de la mañana, trabajaba todo el día entre paredes y cemento, mis compañeros parecían autómatas, afectados por el trabajo en cadena. Ahora, con mi bicicleta, duermo debajo de las estrellas y cada día es una aventura". El ciclista no cuenta con ningún tipo de financiación comercial. Su presupuesto diario es de 300 pesetas. Con al final de su viaje, el aventurero recuerda que, "si mucha pobreza en gente que no tenía ni qué comer, también sentí odio hacia el ser humano como destructor de la naturaleza". Pero "he encontrado bellísimas personas que me invitaron a su casa y compartieron conmigo lo poco que tenían". Lo que más le impresionó "fueron los contrastes que presentan estos países".

Fidel Castro, jefe del Gobierno cubano, ha cumplido su promesa. Desde hace unos días se encuentra en España el primer contingente —30 000 unidades— de puros *Cohiba*, que pasa entre los conocedores por ser el mejor habano. Al menos, eso es lo que cree el propio Castro, quien, hasta muy recientemente, se los reservaba para su uso personal y para distribuirlo entre las representaciones diplomáticas y políticos afines o amigos del régimen cubano. Los *Cohiba* costarán en el estanco entre 450 y 850 pesetas la unidad, cuando sean puestos a la venta.

disfrute a plena naturaleza...

X PRIVADO

GRAN CAMPING "LA CERCA NUEVA" ★ TODO NATURALEZA ★

★ UNA GRAN SOLUCION EN PROPIEDAD PARA SUS VACACIONES Y FINES DE SEMANA.

★ CON TODAS LAS VENTAJAS Y SERVICIOS DE UNA ZONA RESIDENCIAL, DE LUJO Y POLIDEPORTIVA.

★ COMPRE SU PARCELA, EN PROPIEDAD POR SOLO 25.000 PTAS. RESTO, INFERIOR A LO QUE USTED PAGA POR UNA PLAZA DE GARAJE O ROULOTTE

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P18939

Declaration of Translation
Of Document P18939

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Signed this 14th day of January of 2002

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DEBRA EVENSON

Translation of article on P18939

Fidel Castro, head of the Cuban government, has fulfilled his promise. Several days ago the first shipment is found in Spain—30,000 units—of Cohiba cigars, which are sought by connoisseurs for being the best Cuban cigar. At least, that is what Castro thinks,, who, until very recently reserved them for his personal use and for distribution among diplomatic representatives and kindred politicians or friends of the Cuban regime. The Cohibas will cost between 450 and 850 pesetas the unit at the tobacco shop when they are put on sale.

Photo caption: Fidel Castro (on the right) lights up a Cohiba cigar for the North American senator Mc Govern.

Papa ignoraba las actividades del "banquero de Dios"

Vaticano no aclara la relación arzobispo Marcinkus el financiero Roberto Calvi

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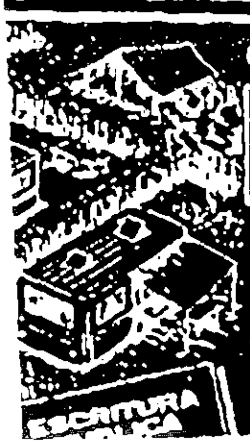
El rey Juan Carlos

Jesús López de Treviño

Fidel Castro, jefe del Gobierno cubano, ha cumplido



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Norman Summary Judgment Ex. 03

cc. CMC, JML, DMD, DWR

Marvin Shanken's
CIGAR insider
FROM THE PUBLISHER OF CIGAR AFICIONADO
DECEMBER 1997 VOL. 2 NO. 12

1997 Year In Review

As 1997 draws to a close, the cigar industry stands at a crossroads. U. S. imports of premium handmade cigars are poised to pass the 500-million-unit mark, a five-fold increase in only five years. This level of growth was unimagineable even two years ago. But those numbers reflect shipments rather than sales. Poor quality, overpriced cigars—an inevitable side effect of the cigar renaissance—are clogging retailer shelves. Suddenly the name brand smokes that had surrendered shelf space to unknown brands for most of the cigar boom are reappearing in record quantities, killing the market for little-known cigars. Cigar sales remain strong, but consumers are no longer willing to pay top dollar for a substandard cigar.

It's a confusing time to be a cigar smoker. There are more choices than ever, and a high price is no guarantee of a good smoke. Intelligent, informed buying is critical.

That's our continuing mission at ***Cigar Insider***—providing cigar smokers with the information they need to find the best cigars in the world included only the most recent tastings for cigars rated more than once this year to give you the most up-to-date assessment of the cigar's

THE BEST CIGARS OF THE YEAR

PARTAGAS SERIE D NO. 4	CUBA	94
BOLIVAR BELICOSO FINO	CUBA	93
PADRÓN MAGNUM	NICARAGUA	93
ARTURO FUENTE HEMINGWAY CLASSIC	DOM REP	92
ARTURO FUENTE HEMINGWAY SHORT STORY	DOM. REP.	92
BAUZÁ ROBUSTO	DOM. REP.	92
COHIBA CHURCHILL	DOM REP.	92
LA GLORIA CUBANA TORPEDO NO. 1	DOM. REP.	92
MONTECRISTO NO. 2	CUBA	92
PARTAGAS ROBUSTO	DOM REP.	92
PUNCH DOUBLE CORONA	CUBA	92
V CENTENNIAL 500 SERIES NUMERO DOS	DOM. REP	92

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The issue that you're holding is your ultimate resource.

This is our second annual compendium of cigar tastings. Inside these pages you will find our exclusive ratings and tasting notes for 368 cigars, all of the cigar ratings from the 1997 issues of ***Cigar Insider***. (We have quality.) There are smokes for every palate and pocketbook—we rated cigars from 10 countries at prices ranging from less than $2 to more than $30 per cigar.

There was no shortage of great cigars this year We awarded 52 ratings of 90 points or more, exceptional on

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CIGAR insider

AVERAGE SCORE BY BRAND

CIGARS RATED BY CIGAR INSIDER IN 1997
NUMBERS IN PARENTHESES INDICATE HOW MANY CIGARS WERE RATED

BOLIVAR (CUBA, 2)	91 5
MONTECRISTO (DOM REP, 1)	91 0
ARTURO FUENTE (6)	90 7
SANCHO PANZA (2)	90 5
PARTAGAS (CUBA, 3)	90 0
PUROS INDIOS (1)	90 0
SAINT LUIS REY (CUBA, 1)	90 0
VEGAS ROBAINA (5)	89 4
FUENTE FUENTE OPUSX (1)	89 0
H UPMANN (CUBA, 1)	89 0
JUAN LOPEZ (CUBA, 1)	89 0
LA GLORIA CUBANA (DOM REP, 14)	88 6
PUNCH (CUBA, 5)	88 6
COHIBA (CUBA, 2)	88 5
LA PERLA HABANA (6)	88 5
MONTECRISTO (CUBA, 2)	88 5
BAUZA (7)	88 4
COHIBA (DOM REP, 7)	88 3
PUNCH (HONDURAS, 4)	86 7
MACANUDO VINTAGE (9)	86 6
DANIEL MARSHALL (3)	86 6

H UPMANN CHAIRMAN'S RESERVE (4)	86 5
TAMBORIL SUMATRA (6)	86 5
ASHTON (8)	86.4
AVO (12)	86 4
LA FLOR DOMINICANA (13)	86 4
MONTERO (5)	86 4
SAVINELLI ORO 750 (5)	86 4
VM SANTANA (7)	86 4
AVO XO (3)	86 3
LICENCIADOS (15)	86 3
MACANUDO (3)	86 3
SAVINELLI ELR (6)	86 2
EL IMPERIO CUBANO (1)	86 0
HAVANA CLASSICO (5)	86 0
JOSE MARTI (2)	86 0
LA PRIMERA (5)	86 0
FELIPE II (7)	85 7
HOJA CUBANA (5)	85 6
NOS (5)	85 6
CION (15)	85 1
CAB SEL —NICARAGUA (6)	85 1
CHO (2)	85 0
) (1)	85 0
FARACH (7)	85 0
ANA (1)	85 0
SUPREMA (4)	84 8
GRANDE (4)	84 8
ERA (8)	84 6
(10)	84 5
)	84 0
(4)	83 5
S (8)	83 1
(1)	83 0
(1)	83 0
CHARLES THE GREAT (6)	82 8
5 VEGAS (5)	82 6
PLEIADES RESERVE PRIVEE 1991 (2)	82 5

SOURCE *CIGAR INSIDER*

CIGAR INSIDER'S 100-POINT SCALE	
95-100	CLASSIC
90-94	OUTSTANDING
80-89	VERY GOOD TO EXCELLENT
70-79	AVERAGE TO GOOD COMMERCIAL QUALITY
BELOW 70	DON'T WASTE YOUR MONEY
N/A = NOT AVAILABLE	

our 100-point quality scale. We named 42 of those top smokes humidor selections — cigars that we recommend that you buy in quantity. These are the best cigars on the market in 1997. All of them will blossom and improve over time in a humidor.

We rated some amazing cigars this year. None was more impressive than the **Partagas** Serie D No. 4, a Cuban robusto that we gave 94 points, the highest score awarded this year. It's a full-bodied masterpiece, packed with opulent flavors of chocolate, cedar and nuts that will become even better with age in a humidor.

The **Bolivar** Belicoso Fino from Cuba, one of the most powerful cigars that the tasting panel has rated, was one of two cigars that scored 93 points. It was packed with full-bodied flavors of earth, chocolate and leather. The other 93 went to the immense **Padrón** Magnum, the highest rating given to a non-Cuban cigar in 1997. This nine-inch-long, 50-ring-gauge smoke is smooth and refined. With a suggested retail price of $6.30 it's also one of the most underpriced cigars on the market.

As was the case last year, well-known brands performed the best. Bolivar was our highest rated brand. The two Cuban Bolivars we tasted had an average score of 91.5 points. The Dominican **Montecristo** came in second place. We rated only one cigar from that brand, and it scored 91 points. **Arturo Fuente** ranked third, with six cigars that scored an average of 90.7 points **Sancho Panza** rounded out the top of the list with an average of 90.5 points for two cigars.

GC 006391

HUMIDOR SELECTIONS

RATING	BRAND	SIZE	COUNTRY
94	PARTAGAS	SERIE D NO 4	CUBA
93	BOLIVAR	BELICOSO FINO	CUBA
93	PADRÓN	MAGNUM	NICARAGUA
92	ARTURO FUENTE	HEMINGWAY CLASSIC	DOM REP
92	BAUZA	ROBUSTO	DOM REP
92	COHIBA	CHURCHILL	DOM REP
92	LA GLORIA CUBANA	TORPEDO NO 1	DOM REP
92	MONTECRISTO	NO 2	CUBA
92	PARTAGAS	ROBUSTO	DOM REP
92	PUNCH	DOUBLE CORONA	CUBA
92	V CENTENNIAL 500 SERIES	NUMERO DOS	DOM REP
91	ARTURO FUENTE	HEMINGWAY LIMITED VINTAGE RELEASE	DOM REP
91	BAUZA	CASA GRANDE	DOM REP
91	LA GLORIA CUBANA	CHURCHILL	DOM REP
91	LA PERLA HABANA	TORO	DOM REP
91	MONTECRISTO	CORONA GRANDE	DOM REP
91	PUNCH	GRAN CRU TORPEDO	HONDURAS
91	SANCHO PANZA	BELICOSO	CUBA
91	VEGAS ROBAINA	UNICOS	CUBA
90	ARTURO FUENTE	HEMINGWAY BEST SELLER	DOM REP
90	ASHTON CABINET SELECTION	NO 10	DOM REP
90	BAHIA TRINIDAD	CORONA GIGANTE	COSTA RICA
90	BOLIVAR	CHURCHILL	CUBA
90	EL REY DEL MUNDO	FLOR DE LLANEZA	HONDURAS
90	LA AURORA	PETIT BELICOSO	DOM REP
90	LA PERLA HABANA	ROBUSTO	DOM REP
90	LA GLORIA CUBANA	CROWN IMPERIAL	DOM REP
90	MACANUDO VINTAGE	1988 NO 1	JAMAICA
90	PADRÓN 1964 ANNIVERSARY SERIES	DIPLOMATICO	HONDURAS
90	PADRON 1964 ANNIVERSARY SERIES	EXCLUSIVO	NICARAGUA
90	PARTAGAS	NO 10	DOM REP
90	PARTAGAS	LUSITANIA	CUBA
90	PUNCH	CHURCHILL	CUBA
90	PUNCH	PUNCH	CUBA
90	ROMEO Y JULIETA	BELICOSO	CUBA
90	SANCHO PANZA	MOLINAS	CUBA
90	SAVINELLI ORO 750	ROBUSTO	DOM REP
90	V CENTENNIAL 500 SERIES	ROBUSTO	DOM REP
90	VEGAS ROBAINA	CLASSICO	CUBA
90	VEGAS ROBAINA	FAMOSOS	CUBA
89	JUAN LOPEZ	SELECCIÓN NO 2	CUBA
89	ROMEO Y JULIETA	EXHIBICION NO 4	CUBA

SOURCE *CIGAR INSIDER*

AVERAGE SCORE BY SIZE

1. FIGURADOS	55 CIGARS	87 6
2 ROBUSTOS	61 CIGARS	87 5
3 CORONA GORDAS	33 CIGARS	86 7
4 PETIT CORONAS	10 CIGARS	86 7
5 CHURCHILLS	68 CIGARS	86 4
6 LONSDALES	41 CIGARS	86 1
7 DOUBLE CORONAS	25 CIGARS	86 1
8 OTHER	16 CIGARS	85 9
9 CORONAS	41 CIGARS	85 5
10 PANETELAS	18 CIGARS	84 2

SOURCE *CIGAR INSIDER*

AVERAGE SCORE BY COUNTRY

1 CUBA	29 CIGARS	89 1
2 DOM REP	200 CIGARS	88 2
3 COSTA RICA	3 CIGARS	88 0
4 JAMAICA	12 CIGARS	86 6
5 NICARAGUA	45 CIGARS	85 8
6 HONDURAS	38 CIGARS	85 4
7 U S A	23 CIGARS	85 2
8 MEXICO	5 CIGARS	84 4
9 PHILIPPINES	8 CIGARS	83 9
10 CANARY ISLANDS	5 CIGARS	83 8

SOURCE *CIGAR INSIDER*

For the second year in a row, Cuban cigars were the highest scorer by country We rated 29 Cubans this year, with an average score of 89.1. Dominican cigars, our largest test category by far with 200, placed second in terms of quality, with an average rating of 88.2. Costa Rican cigars averaged 88 points. The Costa Rican sample, which consists of only three cigars, is made up entirely of **Bahia Trinidad**, one of the lesser known brands that we unveiled in this year's tastings.

Jamaican cigars (all 12 of them **Macanudo** or **Macanudo Vintage** cigars from General Cigar Co.) were in fourth place, with an average rating of 86.6 points. Nicaraguan cigars were in fifth place, with 85.8 points We rated 45 Nicaraguan smokes this year, the most of any country other than the Dominican Republic. Honduran cigars, the second most popular cigar in terms of import volume, came in sixth place, with an average rating of 85.4 points. They were followed closely by American-made cigars, with 85 2 points. Mexican cigars averaged 84 4 points for the No. 8 spot, and in a virtual tie for last place were Philippine cigars, with 83 9 points, and Canary Islands cigars, with 83 8 points.

Figurados were the highest scoring size this year, rating 87.6 points on average. Robustos were second, with 87.5 points, followed by corona gordas with 86 7 points Petit coronas scored surprisingly well, 86.7 points, followed by Churchills with

GC 006392

BEST BUYS

RATING	BRAND	SIZE	PRICE
92	ARTURO FUENTE	HEMINGWAY SHORT STORY	$3 85
90	BAUZA	GRECOS	$3 85
90	FLOR DE FARACH	ROBUSTO	$3 50
90	LA GLORIA CUBANA	GLORIAS	$2 75
90	LA GLORIA CUBANA	GLORIA INMENSAS	$3 70
90	LA GLORIA CUBANA	WAVELL	$3 70
90	PARTAGAS	NATURALES	$5 10
90	PARTAGAS	NO 4	$3 75
90	PUROS INDIOS	ROTHSCHILD MADURO	$3 90
88	HENRY CLAY	BREVAS	$2 90
88	HENRY CLAY	BREVAS A LA CONSERVA	$3 20
88	HURRICANOS	LONSDALE	$2 00
88	JOSE MARTI	MASAYA	$5 00
88	LA PRIMERA	WAVELL	$3 00
88	LICENCIADOS	NO 4	$3 00
88	LICENCIADOS	PRESIDENTE	$4 50
88	LICENCIADOS	SUPREME MADURO 400	$4 75
88	PADRON	3000	$3 85
88	PADRON	AMBASSADOR	$3 10
88	PADRON	PALMA	$2 90
88	V M SANTANA	ROBUSTO (SUMATRA)	$4 75
87	HURRICANOS	ROBUSTO	$1 95

SOURCE *CIGAR INSIDER*

86 4 Lonsdales and double coronas both scored 86.1 points Coronas averaged 85.5 points, and panetelas averaged 84.2.

Despite the changes that are occurring in the market, the outlook is bright. Last year at this time a cigar lover usually would be forced to try to find a substitute for his or her favorite brand, but now famous brand names are becoming easier to find. Companies are finally chiseling away at their mountains of back orders and beginning to fill retailer shelves with the brand-name smokes that have been absent for much of the past three years. Relief is in sight. ■

CIGAR CALENDAR

***CIGAR AFICIONADO'S* "BIG SMOKE" LINEUP**
January 14, Boston
Marriott Copley, 7 to 10 p.m.
January 29, Miami
Crowne Plaza, 7 to 10 p.m

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5 VEGAS

Made by World Cigars Inc
Distributed by World Cigars Inc
Release date February 1997 — Sold U S, Can, PR

PIRAMIDE — NICARAGUA — **84**
Filler Dom Rep, Nic
Binder Indonesia — Ring Gauge 46
Wrapper Indonesia — Length 6 1/2"
An odd trumpet-shaped cigar It is tangy and rich, with hints of fruit and cedar
U.S.: $7.80 — U.K.: N/A

CORONA — NICARAGUA — **83**
Filler Dom Rep, Nic
Binder Indonesia — Ring Gauge 44
Wrapper Indonesia — Length 5 1/2"
Rich, dark and pretty, this cigar is slightly sweet It lacks depth, and finishes slightly dry
U.S.: $3.50 — U.K.: N/A

DOBLE CORONA — NICARAGUA — **83**
Filler Dom Rep, Nic
Binder Indonesia — Ring Gauge 48
Wrapper Indonesia — Length 6"
A dark, oily and streaky wrapper It has a nutty, sweet spice flavor, but there are some harsh notes
U.S.: $5.05 — U.K.: N/A

ROBUSTO — NICARAGUA — **82**
Filler Dom Rep, Nic
Binder Indonesia — Ring Gauge 50
Wrapper Indonesia — Length 5"
This tan cigar burns erratically It is woody, with a harsh, papery flavor Tastes very young
U.S.: $3.60 — U.K.: N/A

PANETELA — NICARAGUA — **81**
Filler Dom Rep, Nic
Binder Indonesia — Ring Gauge 38
Wrapper Indonesia — Length 6"
A tight draw This cigar is rather flat, with some sharp, harsh notes
U.S.: $3.30 — U.K.: N/A

ARTURO FUENTE

Made by Tabacalera A Fuente y Cia
Distributed by Fuente & Newman Premium Cigars Ltd
Purchase date Autumn 1996, unless otherwise noted — Sold United States

HEMINGWAY CLASSIC — DOM. REP. — **92** — Humidor Selection
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper Cameroon — Length 7"
Perfectly constructed, this dark perfecto is rich, sweet and creamy It has hints of nuts and cocoa with a faint berry flavor
U.S.: $6.15 — U.K.: N/A

HEMINGWAY SHORT STORY — DOM. REP. — **92** — Best Buy
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper Cameroon — Length 4"
Impossible to disguise due to its unique and intriguing shape, this little cigar has a dark, oily wrapper It is rich and peppery, with complex flavors and a long finish
U.S.: $3.85 — U.K.: N/A

HEMINGWAY LIMITED VINTAGE RELEASE — DOM. REP. — **91** — Humidor Selection
Filler Dom Rep
Binder Dom Rep — Ring Gauge 47
Wrapper U S A /Connecticut Shade — Length 6"
Perfectly made, with exceptional color This perfecto burns well It's smooth and creamy, with herbal and spiced flavors and a burnt almond finish Release date August 1997
U.S.: $8.50 — U.K.: N/A

HEMINGWAY MASTERPIECE — DOM. REP. — **91**
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper Cameroon — Length 9"
This huge perfecto has a toothy and slightly dry wrapper It burns perfectly, and is surprisingly mellow with sweet wood and herbal notes A dry finish
U.S.: $11.50 — U.K.: N/A

HEMINGWAY BEST SELLER — DOM. REP. — **90** — Humidor Selection
Filler Dom Rep
Binder Dom Rep — Ring Gauge 55
Wrapper Cameroon — Length 5"
This well-made perfecto has a dark, oily wrapper It burns and draws well It has a light, herbal quality, earthy flavors and hints of sweet wood and citrus Medium-bodied Release date September 1997
U.S.: $5.00 — U.K.: N/A

HEMINGWAY SIGNATURE — DOM. REP. — **88**
Filler Dom Rep
Binder Dom Rep — Ring Gauge 47
Wrapper Cameroon — Length 6"
This well-made perfecto is rich and medium-bodied, with a faint hint of chocolate A short finish
U.S.: $5.25 — U.K.: N/A

ASHTON

Made by Tabacalera A Fuente y Cia
Distributed by Ashton Distributors Inc
Release date N/A — Sold U S, U K, Ger, Can, Bel

CHURCHILL — DOM. REP. — **88**
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 7 1/2"
This big, solid cigar has a smooth, oily wrapper While it's a bit tight, it has a rich, creamy flavor, with hints of nuts and sweet coffee Mild to medium-bodied
U.S.: $7.00 — U.K.: £7.75

PRIME MINISTER — DOM. REP. — **88**
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper U S A /Connecticut Shade — Length 6 7/8"
Well made and golden brown, this medium-bodied smoke has an herbal, spicy flavor and a creamy core A pleasant cigar
U.S.: $6.60 — U.K.: £6.80

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CORONA — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper U S A /Connecticut Shade — Length 5 1/4"
A golden brown cigar with an oily wrapper It is mild to medium-bodied, with some solid notes of cream and light spice, and a tangy finish Some tasters noted a loose draw
U.S.: $5.60 U.K.: £4.80

MAGNUM — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 5"
An oily, smooth robusto It has a tight draw It is slightly peppery, with a sweet, musty character
U.S.: $5.75 U.K.: N/A

ELEGANTE — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 35
Wrapper U S A /Connecticut Shade — Length 6 1/2"
A slim, golden brown cigar with a lush, oily wrapper The cigar has sweet coffee flavors, along with a touch of harsh notes A mild- to medium-bodied cigar with a short finish
U.S.: $5.75 U.K.: N/A

8-9-8 — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper U S A /Connecticut Shade — Length 6 1/2"
A well-made cigar, but the smoke is thin Some hot, gassy flavors were noted, along with a sweet quality Mild, and lacks depth
U.S.: $6.00 U.K.: £5.95

DOUBLE MAGNUM — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
A blond, solid cigar It fills the mouth with thick smoke and has a sweet, herbal quality It is mild and lightly earthy Some tasters noted a loose draw
U.S.: $7.75 U.K.: N/A

PANETELA — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 36
Wrapper U S A /Connecticut Shade — Length 6"
A well-made cigar for this size It has an inconsistent burn and draw It's intensely creamy, with some herbal qualities Some tasters had a hot, loose draw
U.S.: $5.25 U.K.: £4.10

ASHTON AGED MADURO

Made by Tabacalera A Fuente y Cia
Distributed by Ashton Distributors Inc
Purchase date October 1997 Sold United States

NO. 20 — DOM. REP. — 89
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper U S A /Conn Broadleaf — Length 5 1/2"
A beautiful maduro wrapper that is silky and oily It has a perfect burn, but a loose ash, delivering rich and sweet smoke with a light earthy flavor
U.S.: $6.75 U.K.: N/A

NO. 50 — DOM. REP. — 89
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper U S A /Conn Broadleaf — Length 7"
Dark, veiny and oily, and very firm It burns well, and the smoke is smooth Rich cream and cinnamon notes pair on the palate
U.S.: $8.25 U.K.: N/A

NO. 60 — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Conn Broadleaf — Length 7 1/2"
This big cigar is surprisingly mild The flavors are muted, with hints of coffee and sweetness, but it remains flat
U.S.: $8.75 U.K.: N/A

NO. 40 — DOM. REP. — 83
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Conn Broadleaf — Length 6"
A rustic cigar with bright, spicy flavor It has a smooth draw, but it lacks depth, and finishes dry
U.S.: $7.75 U.K.: N/A

ASHTON CABINET SELECTION

Made by Tabacalera A Fuente y Cia
Distributed by Ashton Distributors Inc
Release date N/A Sold United States

NO. 10 — DOM. REP. — 90 — Humidor Selection
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 7 1/2"
This big perfecto is expertly crafted It has a smooth, even draw The creamy rich smoke has wood and toast flavors and a long, sweet finish
U.S.: $14.50 U.K.: N/A

NO. 6 — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 5 1/2"
This well-made robusto lacks oils It's rich and creamy, with heavy notes of wood and some herbal flavors A tasty cigar
U.S.: $8.25 U.K.: N/A

NO. 8 — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 49
Wrapper U S A /Connecticut Shade — Length 7"
This dark brown cigar is seeping with oils It has a firm draw, with flavors of sweet spices and sweet plums, along with some dry notes A mild- to medium-bodied cigar with a pleasant finish
U.S.: $9.25 U.K.: N/A

NO. 1 — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 9"
A big cigar with a smooth draw It has an intense caramel and vanilla flavor, with some spunky notes It has a dry finish
U.S.: $17.00 U.K.: N/A

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NO. 3 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 46
Wrapper U S A /Connecticut Shade — Length 6"
This well-made perfecto is oily and golden. It's mild and light, with hints of cinnamon and nutmeg and a touch of sweet fruit and a slightly tangy finish
U.S.: $9.75 U.K.: N/A
87

NO. 7 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 6 1/4"
This well-made cigar has an uneven burn. It has a metallic edge to the sweet spice flavors, and some sour notes
U.S.: $9.00 U.K.: N/A
86

NO. 2 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 46
Wrapper U S A /Connecticut Shade — Length 7"
A well-made perfecto. It has a burnt toast aroma, but the smoke has hints of hay and leaves that obscure the coffee flavor
U.S.: $11.75 U.K.: N/A
85

AVO

Made by Tabacos Dominicanos S A (Tabadom)
Distributed by Davidoff of Geneva (CT) Inc
Purchase date March 1997 Sold United States

NO. 1 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 42
Wrapper U S A /Connecticut Shade — Length 6 3/4"
This cigar is very earthy, with a core of complex flavors. Medium-bodied with a long finish
U.S.: $6.35 U.K.: N/A
89

NO. 2 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
This cigar is oily and wrinkled. It is spicy and herbal, with a medium-bodied character
U.S.: $6.55 U.K.: N/A
89

PYRAMID — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 54
Wrapper U S A /Connecticut Shade — Length 7"
An interesting shape. The cigar has hints of sweet cream and a pleasant toasty flavor. A tasty, medium-bodied cigar with a dark wrapper
U.S.: $8.25 U.K.: N/A
89

BELICOSO — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
This cigar is beautifully made, with an interesting shape. It has a smooth draw. Mild, pleasant and herbal, with some grassy flavors
U.S.: $8.25 U.K.: N/A
88

NO. 4 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 38
Wrapper U S A /Connecticut Shade — Length 7"
A solid cigar with a flag tip. It takes a while to warm up, when it does it delivers medium bodied notes of spice and nuts. Some tasters noted a tight draw
U.S.: $6.00 U.K.: N/A
87

NO. 5 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 46
Wrapper U S A /Connecticut Shade — Length 6 3/4"
A firm cigar with an attractive wrapper. It is smooth and toasty, with hints of sweet cream and wood. The draw is a bit tight
U.S.: $6.45 U.K.: N/A
87

NO. 9 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper U S A /Connecticut Shade — Length 4 3/4"
This robusto has a smooth draw and an even burn. It is packed with cedary flavors and a rich, sweet cream quality. Some inconsistency
U.S.: $5.75 U.K.: N/A
87

PETIT BELICOSO — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 4 3/4"
A well-made cigar with a reddish wrapper. It burns a bit quick, but has a pleasant, earthy character along with a spicy aroma, and has a compelling finish
U.S.: $6.55 U.K.: N/A
87

NO. 8 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 40
Wrapper U S A /Connecticut Shade — Length 5 1/2"
A well-made cigar with a silky wrapper. It is toasty and smooth, but it lacks depth. A dry finish
U.S.: $5.75 U.K.: N/A
85

NO. 7 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper U S A /Connecticut Shade — Length 6"
Wrinkled and veiny, this cigar has some harsh flavors. It is medium-bodied and dry, with an inconsistent draw
U.S.: $6.15 U.K.: N/A
84

NO. 3 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 7 1/2"
A firm double corona. It burns fast and tastes hot. While it shows hints of sweet coffee, there are too many harsh notes
U.S.: $7.25 U.K.: N/A
83

NO. 6 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 36
Wrapper U S A /Connecticut Shade — Length 6 1/2"
A solid cigar with a dark, dry wrapper. It has a tight draw, showing some smooth woody flavors. Mild- to medium-bodied. Some inconsistency was noted
U.S.: $5.75 U.K.: N/A
82

GC 006396

AVO XO

Made by Tabacos Dominicanos S A (Tabadom)
Distributed by Davidoff of Geneva (CT) Inc
Purchase date March 1997 Sold United States

INTERMEZZO — DOM. REP.
Filler Dom Rep
Binder Dom Rep
Wrapper U S A /Connecticut Shade
Ring Gauge 50
Length 5 1/2"
This perfectly constructed cigar is packed with smooth flavors Medium-bodied, with a toasted nut character and a long finish
U.S.: $8.75 U.K.: N/A
89

MAESTOSO — DOM. REP.
Filler Dom Rep
Binder Dom Rep
Wrapper U S A /Connecticut Shade
Ring Gauge 48
Length 7"
This cigar has a superb draw The smoke is peppery, with bright floral flavors It has a short finish
U.S.: $10.35 U.K.: N/A
85

PRELUDIO — DOM. REP.
Filler Dom Rep
Binder Dom Rep
Wrapper U S A /Connecticut Shade
Ring Gauge 40
Length 6"
A grainy, yellow wrapper The draw is inconsistent The cigar has a faint hint of cream along with papery, dry flavors
U.S.: $8.25 U.K.: N/A
85

BAHIA TRINIDAD

Made by Tabacalera Tambor S A
Distributed by Tony Borhani Cigars
Purchase date August 1997 Sold United States

CORONA GIGANTE — COSTA RICA
Filler Dom Rep, Nicaragua
Binder Ecuador
Wrapper Ecuador
Ring Gauge 54
Length 7"
This solid cigar has a beautiful dark and oily wrapper It burns well, with a firm ash, and it has rich, leathery flavors and a hint of white pepper Flavorful, but not overpowering
U.S.: $10.50 U.K.: N/A
90

PANCHO — COSTA RICA
Filler Dom Rep, Nicaragua
Binder Ecuador
Wrapper Ecuador
Ring Gauge 52
Length 5 1/2"
An oddly formed cap on this cigar Some tasters noted a loose draw The cigar is grassy and herbal, with some rich hints of leather
U.S.: $8.50 U.K.: N/A
88

ROBUSTO — COSTA RICA
Filler Dom Rep, Nicaragua
Binder Ecuador
Wrapper Ecuador
Ring Gauge 50
Length 5"
Silky, dark and oily The draw is tight, but the cigar has woody, spunky notes, and a hint of cocoa It has a short, vegetal finish
U.S.: $7.00 U.K.: N/A
86

BALLENA SUPREMA

Made by Tabacos y Puros de San Andres
Distributed by McClelland Tobacco Co
Release date August 1996 Sold United States

NO. 748S CONCORDIA — MEXICO
Filler Mexico
Binder Mexico
Wrapper U S A /Connecticut Shade
Ring Gauge 48
Length 7"
This cigar has a tight draw It is mild and mellow, with some hays-notes
U.S.: $6.30 U.K.: N/A
86

NO. 742S CORTÉS — MEXICO
Filler Mexico
Binder Mexico
Wrapper U S A /Connecticut Shade
Ring Gauge, 42
Length 7"
A bit rough This cigar has creamy, nutty flavors with a hint of youth Pleasant
U.S.: $5.90 U.K.: N/A
85

NO. 652S PATRÓN — MEXICO
Filler Mexico
Binder Mexico
Wrapper U S A /Connecticut Shade
Ring Gauge 52
Length 6 1/2"
Mild- to medium-bodied, with some sweet spices and a hint of tang
U.S.: $7.40 U.K.: N/A
85

NO. 750S ESPERANZA — MEXICO
Filler Mexico
Binder Mexico
Wrapper U S A /Connecticut Shade
Ring Gauge 50
Length 7"
A rough cigar dominated by sour flavors Vegetal and tangy
U.S.: $6.80 U.K.: N/A
83

BAUZÁ

Made by Tabacalera A Fuente y Cia
Distributed by Mike's Cigars Distributors Inc
Purchase date June 1996 Sold United States

ROBUSTO — DOM. REP.
Filler Dom Rep, Nicaragua
Binder Mexico
Wrapper Ecuador
Ring Gauge 50
Length 5 1/2"
This well-made robusto is oily and dark It's rich and medium-bodied, with hints of leather and a long, enticing finish
U.S.: $5.00 U.K.: N/A
92

CASA GRANDE — DOM. REP.
Filler Dom Rep, Nicaragua
Binder Mexico
Wrapper Ecuador
Ring Gauge 48
Length 6 3/4"
This oily cigar burns well with a nice ash It's a rich smoke, with hints of leather Sweet spices were also noted
U.S.: $5.00 U.K.: N/A
91

GC 006397

GRECOS — DOM. REP.
Filler Dom Rep, Nicaragua
Binder Mexico — Ring Gauge 42
Wrapper Ecuador — Length 5 1/2"
This dark cigar has a complex mix of toasted almond and burnt vanilla flavor, with a musty aroma and an earthy finish
U.S.: $3.85 — U.K.: N/A
90 — Best Buy

JAGUAR — DOM. REP.
Filler Dom Rep, Nicaragua
Binder Mexico — Ring Gauge 42
Wrapper Ecuador — Length 6 1/2"
A medium-bodied cigar with a toasty, sweet wood character. Pleasant and well made
U.S.: $4.20 — U.K.: N/A
88

MEDALLA DE ORO NO. 1 — DOM. REP.
Filler Dom Rep, Nicaragua
Binder Mexico — Ring Gauge 44
Wrapper Ecuador — Length 6 7/8"
Rough and rustic, this cigar burns well, and has faint hints of sweet cream
U.S.: $4.40 — U.K.: N/A
88

FABULOSOS — DOM. REP.
Filler Dom Rep, Nicaragua
Binder Mexico — Ring Gauge 50
Wrapper Ecuador — Length 7 1/2"
This golden brown, oily cigar is sweet and salty. The smoke is thin, with creamy and leafy qualities, along with a slight spunk
U.S.: $5.40 — U.K.: N/A
87

PETIT CORONA — DOM. REP.
Filler Dom Rep, Nicaragua
Binder Mexico — Ring Gauge 38
Wrapper Ecuador — Length 5"
Small, dark and very rough, this cigar is earthy and sharp, with a gritty, flinty quality to the smoke. Some harsh notes
U.S.: $3.60 — U.K.: N/A
83

BOLIVAR

Made by: Francisco Perez German Factory (a.k.a. Partagas)
Distributed by: Habanos S.A.
Box date: Winter 1996 — Sold: Outside U.S.

BELICOSO FINO — CUBA
Filler Cuba
Binder Cuba — Ring Gauge 52
Wrapper Cuba — Length 5 1/2"
This solid belicoso shows its youth with an uneven burn, but what a smoke. It's muscular and aggressive, packing earthy flavors and strong chocolate and leather notes. Time will round the edges.
U.S.: N/A — U.K.: £9.95
93 — Hunter Selection

CORONA GIGANTES — CUBA
Filler Cuba
Binder Cuba — Ring Gauge 47
Wrapper Cuba — Length 7"
A rich, dark wrapper. The cigar has a smooth, easy draw, delivering medium- to full-bodied flavors of leather and sweet fruit, with a long, cigar-box finish.
U.S.: N/A — U.K.: £13.20
90 — Hunter Selection

CALLE OCHO

Made by: Caribbean Cigar Co.
Distributed by: Caribbean Cigar Co.
Release date: August 1996 — Sold: United States

PEREZ FAMILY REUNION CORONA — U.S.A.
Filler Honduras, Nicaragua, Dom. Rep.
Binder Ecuador — Ring Gauge 42
Wrapper Ecuador Candela — Length 6 1/2"
Pretty and well made, with a smooth and silky green wrapper. This cigar has a perfect burn, with a perfumed flavor and herbal, pungent qualities. Some burnt vanilla flavors were also noted.
U.S.: $7.95 — U.K.: N/A
85

PEREZ FAMILY REUNION CHURCHILL — U.S.A.
Filler Honduras, Nicaragua, Dom. Rep.
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador Candela — Length 7"
A very smooth and silky green wrapper. The cigar burns well, with light flavors hinting at toasted almonds and herbs. Mild and sweet.
U.S.: $6.85 — U.K.: N/A
85

C.A.O. GOLD

Made by: Nestor Plasencia
Distributed by: C.A.O. International Inc.
Release date: February 1997 — Sold: United States, Australia, Malaysia

ROBUSTO — NICARAGUA
Filler Nicaragua
Binder Nicaragua — Ring Gauge 50
Wrapper Ecuador — Length 5"
A well-made cigar. Rich wood and earth notes combine on the palate, and it has a hint of amaretto. Age will improve this cigar. Some inconsistency was noted in the draw.
U.S.: $5.70 — U.K.: N/A
89

CHURCHILL — NICARAGUA
Filler Nicaragua
Binder Nicaragua — Ring Gauge 48
Wrapper Ecuador — Length 7"
A beautifully made cigar with a good draw. It's mild and sweet, with cedar and pepper highlights and a short finish. Some sour flavors were also noted.
U.S.: $7.50 — U.K.: N/A
88

CORONA GORDA — NICARAGUA
Filler Nicaragua
Binder Nicaragua — Ring Gauge 50
Wrapper Ecuador — Length 6 1/2"
A silky, smooth wrapper on a well-made cigar. It is earthy, with wood and sweet spice notes, along with some sour, vegetal qualities. Medium-bodied.
U.S.: $7.10 — U.K.: N/A
87

GC 006398

CORONA — NICARAGUA — 85
Filler Nicaragua
Binder Nicaragua — Ring Gauge 42
Wrapper Ecuador — Length 5 1/2"
Roughly made, this cigar has some earth and coffee flavors, but it has a sharp, hot finish There is also a slightly vegetal quality to the cigar
U.S.: $5.00 U.K.: N/A

DOUBLE CORONA — NICARAGUA — 85
Filler Nicaragua
Binder Nicaragua — Ring Gauge 54
Wrapper Ecuador — Length 7 1/2"
This large cigar has a rough cap It draws well, with a light earthy flavor and some herbal and toasted notes, but it also has a profound tangy taste Will improve with age
U.S.: $9.20 U.K.: N/A

CAPOTE

Made by CITA Tabacos de Canarias S A
Distributed by Mike's Cigars Distributors Inc
Release date December 1996 Sold United States

NO. 2 — CANARY ISLANDS — 83
Filler D R , Canary Islands
Binder D R — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
A solid cigar It is has some toasty, nutty flavors, but it tastes young A sharp aroma
U.S.: $5.75 U.K.: N/A

CHARLES THE GREAT

Made by La Flor de Cofan S A de C V
Distributed by Finck Cigar Co
Release date August 1996 Sold United States

MADRID — NICARAGUA — 85
Filler Honduras
Binder Honduras — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 7 1/2"
This cigar has a sweet cream character framed by some harsh notes Medium bodied and spicy
U.S.: $4.95 U.K.: N/A

GRANADA — NICARAGUA — 83
Filler Honduras
Binder Honduras — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 5"
This cigar has a delicate floral character, with some vegetal and grassy flavors
U.S.: $3.45 U.K.: N/A

VALENCIA — NICARAGUA — 83
Filler Honduras
Binder Honduras — Ring Gauge 46
Wrapper U S A /Connecticut Shade — Length 6 3/4"
A leafy and sharp cigar with a bitter edge to the smoke It tastes young A tight draw
U.S.: $4.00 U.K.: N/A

BARCELONA — NICARAGUA — 82
Filler Honduras
Binder Honduras — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
Coarse and tan, with a tight draw It's harsh, vegetal and grassy, with a touch of wood flavor
U.S.: $4.00 U.K.: N/A

CORDOBA — NICARAGUA — 82
Filler Honduras
Binder Honduras — Ring Gauge 42
Wrapper U S A /Connecticut Shade — Length 5 1/8"
Firm and oily, but it has some odd, vegetal notes
U.S.: $2.90 U.K.: N/A

TOLEDO — NICARAGUA — 82
Filler Honduras
Binder Honduras — Ring Gauge 42
Wrapper U S A /Connecticut Shade — Length 6"
Pale and wrinkled, this cigar has harsh, bitter notes and lacks depth
U.S.: $3.45 U.K.: N/A

COHIBA

Made by *
Distributed by Habanos S A
Box date July 1996 Sold Outside U S

SIGLO I — CUBA — 89
Filler Cuba
Binder Cuba — Ring Gauge 40
Wrapper Cuba — Length 5"
Well made, with an oily wrapper This cigar has an abundant draw, filling the mouth with peppery, leather smoke A small cigar teeming with power *Briones Montoto Factory (a k a Romeo y Julieta)
U.S.: N/A U.K.: £7.10

SIGLO IV — CUBA — 88
Filler Cuba
Binder Cuba — Ring Gauge 46
Wrapper Cuba — Length 6"
A rustic, wrinkled and soft cigar It is medium-bodied, showing some power along with a solid core of tobacco flavor, but it remains dry *Jose Marti Factory (a k a H Upmann)
U.S.: N/A U.K.: £14.00

COHIBA

Made by General Cigar Holdings Inc
Distributed by General Cigar Holdings Inc
Release date September 1997 Sold United States

CHURCHILL — DOM. REP. — 92
Filler Dom Rep
Binder Indonesia — Ring Gauge 49
Wrapper Cameroon — Length 7"
A rich, dark wrapper that gleams with oil The smoke is easygoing, with sweet wood and caramel flavors and a toasty finish An elegant, refined smoke
U.S.: $15.00 U.K.: N/A

HUNTER SELECTION

GC 006399

CORONA MINOR — DOM. REP. — 89
Filler Dom Rep
Binder Indonesia — Ring Gauge 42
Wrapper Cameroon — Length 4"
This cute little cigar is well made, with a rich, dark wrapper. It is smooth yet pungent, with hints of pepper and wood. It has a toasty finish, with some harsh notes on the palate.
U.S.: $7.00 — U.K.: N/A

CORONA — DOM. REP. — 88
Filler Dom Rep
Binder Indonesia — Ring Gauge 42
Wrapper Cameroon — Length 5 1/8"
A gritty wrapper. The cigar burns well, with a smooth draw. It is musty and earthy, with power that builds as the cigar is smoked. An impressive finish.
U.S.: $9.00 — U.K.: N/A

CORONA ESPECIALE — DOM. REP. — 88
Filler Dom Rep
Binder Indonesia — Ring Gauge 42
Wrapper Cameroon — Length 6 1/2"
Dark and toothy, with a pig-tail. The cigar is sharp and rich, with toasty almond flavors and a cedary backbone. Faint hints of citrus were also noted. A medium-bodied cigar.
U.S.: $12.00 — U.K.: N/A

LONSDALE GRANDE — DOM. REP. — 87
Filler Dom Rep
Binder Indonesia — Ring Gauge 47
Wrapper Cameroon — Length 6 1/4"
The wrapper on this cigar is poorly stretched. The smoke is rich and chocolaty, with some harshness. It has an inconsistent draw.
U.S.: $12.50 — U.K.: N/A

ROBUSTO — DOM. REP. — 87
Filler Dom Rep
Binder Indonesia — Ring Gauge 49
Wrapper Cameroon — Length 5"
A beautiful box-pressed robusto. It has sweet wood and nutty flavors, along with a steely tang. A short finish.
U.S.: $11.50 — U.K.: N/A

ROBUSTO FINO — DOM. REP. — 87
Filler Dom Rep
Binder Indonesia — Ring Gauge 47
Wrapper Cameroon — Length 4 3/4"
Dark, rustic and gritty. The smoke is earthy, with some pepper. Some sour flavors were also noted.
U.S.: $9.50 — U.K.: N/A

DANIEL MARSHALL

Made by Matasa (Robusto and Churchill) and La Aurora (Corona)
Distributed by D. Marshall Inc.
Release date: February 1996 — Sold: U.S., select international markets

ROBUSTO — DOM. REP. — 88
Filler Dom Rep
Binder Mexico — Ring Gauge 50
Wrapper U.S.A./Connecticut Shade — Length 5"
A very firm cigar with a dark wrapper. It has a slightly loose draw and shows hints of sweet spices and nuts. A pleasant, medium-bodied cigar.
U.S.: $6.95 — CANADA: C$21.00

CHURCHILL — DOM. REP. — 86
Filler Dom Rep
Binder Mexico — Ring Gauge 50
Wrapper U.S.A./Connecticut Shade — Length 7"
A cocoa brown wrapper without oils covers this cigar. It burns well, with some solid herbal flavors, but finishes a little light.
U.S.: $7.95 — CANADA: C$25.00

CORONA — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper Indonesia — Length 6"
A dark and coarse wrapper. The cigar has a very strong woody character, with hints of roasted spice. Medium-bodied.
U.S.: $6.75 — U.K.: N/A

DAVIDOFF

Made by Tabacos Dominicanos S.A. (Tabadom)
Distributed by Davidoff of Geneva (CT) Inc.
Release date: December 1996 — Sold: United States, Europe

2000 — DOM. REP. — 89
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U.S.A./Connecticut Shade — Length 5"
A smooth and firm wrapper. The cigar has a sweet cream core, with some grassy, leafy qualities. Medium-bodied.
U.S.: $7.30 — U.K.: £8.40

SPECIAL "R" — DOM. REP. — 89
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U.S.A./Connecticut Shade — Length 5"
This well-made cigar has a silky wrapper. The smoke is light, leafy and herbal, and it has some creamy, sweet spiciness.
U.S.: $11.50 — U.K.: £11.50

SPECIAL "C" — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 33
Wrapper U.S.A./Connecticut Shade — Length 6 1/2"
This culebra cigar has a very easy draw, burning well with a white ash. The smoke is thick, showing some faint citrus and leather flavors. Some inconsistency was noted.
U.S.: $27.00 (3 cigars) — U.K.: £25.00 (3 cigars)

GRAND CRU NO. 3 — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 42
Wrapper U.S.A./Connecticut Shade — Length 5"
A pale, dry but smooth wrapper. It has an excellent burn and draw. The smoke has faint hints of burnt caramel along with some green, youthful qualities. A sour finish.
U.S.: $8.25 — U.K.: £8.40

GC 006400

CIGAR insider

DON LEO

Made by Puros de Villa Gonzalaz S A
Distributed by House of Oxford Distributors
Release date November 1996 Sold United States

TORPEDO — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 6 3/4"
A big, well-made cigar It is smooth, with hints of nuts, but finishes dry
U.S.: $7.50 U.K.: N/A

EL IMPERIO CUBANO

Made by El Imperio Cubano
Distributed by Sosa & Vilar Distributors Inc
Release date July 1996 Sold United States

TORPEDO — U.S.A. — 86
Filler Dom Rep
Binder Mexico — Ring Gauge 54
Wrapper Ecuador — Length 6 1/4"
A well-made cigar, but it has an unappealing olive color It draws well Medium-bodied with a hint of grassy flavors
U.S.: $8.00 U.K.: N/A

EL REY DEL MUNDO

Made by Villazon & Co (a unit of General Cigar)
Distributed by Villazon & Co
Purchase date December 1996 Sold United States

FLOR DE LLANEZA — HONDURAS — 90
Filler Dom Rep, Honduras
Binder Honduras — Ring Gauge 54
Wrapper Ecuador — Length 6 1/2"
This torpedo is firm, but the point is oddly made It draws smoothly and easily, and burns well, loading the mouth with rich, leathery smoke Powerful, with a short, woody finish
U.S.: $7.00 U.K.: N/A

CORONATION — HONDURAS — 87
Filler Dom Rep, Honduras
Binder Honduras — Ring Gauge 52
Wrapper Honduras — Length 8 1/2"
This mammoth cigar is extremely firm and dark Medium-bodied, with notes of wood and a hint of earthiness Will improve with age
U.S.: $4.50 U.K.: N/A

DOUBLE CORONA — HONDURAS — 85
Filler Dom Rep, Honduras
Binder Honduras — Ring Gauge 48
Wrapper Ecuador — Length 7"
Shiny and dark, this big cigar burns well and loads the mouth with smoke It is slightly green, with earthy, vegetal flavors and some sweet cream qualities It tastes a bit young
U.S.: $4.25 U.K.: N/A

FAT CAT

Made by Tabacalera Tamboril S A
Distributed by Original Cigar Clothing Co
Release date August 1996 Sold United States

TORPEDO — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 54
Wrapper Indonesia — Length 6 1/2"
This well-made belicoso has a smooth, even draw Sweet and medium-bodied, but it lacks depth
U.S.: $5.90 U.K.: N/A

CORONA — DOM. REP. — 84
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper Indonesia — Length 6"
Rough and mottled, this cigar delivers some solid wood notes, but it's very dry on the palate
U.S.: $4.70 U.K.: N/A

CHURCHILL — DOM. REP. — 83
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper Indonesia — Length 7"
A dark, rough cigar It has a loose draw, with flavors of pepper and toast A short, dry finish
U.S.: $5.30 U.K.: N/A

ROBUSTO — DOM. REP. — 82
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper Indonesia — Length 5"
This cigar is roughly formed It has a loose draw, with light, sweet herbal flavors and a short finish
U.S.: $4.90 U.K.: N/A

FELIPE II

Made by La Real Copan S A
Distributed by Cigars of Honduras Inc
Release date August 1997 Sold United States

RESERVA B — HONDURAS — 88
Filler Honduras
Binder Honduras — Ring Gauge 54
Wrapper Indonesia — Length 5 1/2"
This cigar packs a good amount of earthy, leathery flavor It has a dark, alluring wrapper
U.S.: $10.00

GC 006401

RESERVA D — HONDURAS
Filler Honduras
Binder Honduras
Wrapper Indonesia
Ring Gauge 50
Length 6"
A gritty, dark wrapper. Herbal and chocolately, with some harsh notes. **87**
U.S.: $8.00 U.K.: N/A

RESERVA C — HONDURAS
Filler Honduras
Binder Honduras
Wrapper Indonesia
Ring Gauge 42
Length 5 1/2"
This dark and solid cigar has toasty, earthy flavors. Some harsh flavors were also noted. **86**
U.S.: $6.80 U.K.: N/A

RESERVA N — HONDURAS
Filler Honduras
Binder Honduras
Wrapper Indonesia
Ring Gauge 44
Length 4"
A chocolate brown cigar with a pungent rich flavor. A well-made cigar. **86**
U.S.: $6.00 U.K.: N/A

RESERVA X — HONDURAS
Filler Honduras
Binder Honduras
Wrapper Indonesia
Ring Gauge 48
Length 7"
Solid as a rock, this cigar has wood and coffee flavors, with a light, peppery finish. **86**
U.S.: $8.70 U.K.: N/A

RESERVA A — HONDURAS
Filler Honduras
Binder Honduras
Wrapper Indonesia
Ring Gauge 50
Length 7 3/4"
This dark, oily cigar burns well. The smoke is pleasantly toasty, but it lacks depth. **85**
U.S.: $9.80 U.K.: N/A

RESERVA R — HONDURAS
Filler Honduras
Binder Honduras
Wrapper Indonesia
Ring Gauge 50
Length 5"
A dark cigar with an inconsistent draw. Toasty and peppery, with some dry, harsh notes. **82**
U.S.: $7.60 U.K.: N/A

FLOR DE FARACH

Made by Nicaragua American Tobacco S.A.
Distributed by Cigars by Santa Clara Inc.
Release date: June 1997 Sold: United States

ROBUSTO — NICARAGUA
Filler Hon., Nic., Dom. Rep.
Binder Nicaragua
Wrapper Ecuador
Ring Gauge 50
Length 4 1/2"
Dark and well made. It has a smooth, easy draw, with rich, musky flavors and a hint of berries. **90** BEST BUY
U.S.: $1.75 U.K.: N/A

MOMOTOMBO — NICARAGUA
Filler Hon., Nic., Dom. Rep.
Binder Nicaragua
Wrapper Ecuador
Ring Gauge 54
Length 6 3/4"
Rich, dark but very dry. It's medium-bodied and toasty, with light cedar notes. **88**
U.S.: $3.25 U.K.: N/A

CORONA — NICARAGUA
Filler Hon., Nic., Dom. Rep.
Binder Nicaragua
Wrapper Ecuador
Ring Gauge 42
Length 5 1/2"
A dark and rough cigar. It is herbal, toasty and spicy. Some inconsistency was noted in the draw. **85**
U.S.: $1.50 U.K.: N/A

FRANCISCOS — NICARAGUA
Filler Hon., Nic., Dom. Rep.
Binder Nicaragua
Wrapper Ecuador
Ring Gauge 54
Length 7 1/4"
Dark but rustic. It is big and bold, with hints of wood. It has an acidic finish. **85**
U.S.: $2.50 U.K.: N/A

MOMOTOMBITO — NICARAGUA
Filler Hon., Nic., Dom. Rep.
Binder Nicaragua
Wrapper Ecuador
Ring Gauge 50
Length 6 3/4"
A trumpet shaped cigar. It has a firm draw, with strong wood and grass flavors. **83**
U.S.: $3.25 U.K.: N/A

CHURCHILL — NICARAGUA
Filler Hon., Nic., Dom. Rep.
Binder Nicaragua
Wrapper Ecuador
Ring Gauge 48
Length 7"
Coarse but firm. The cigar has hot and sour flavors, with some woody notes. A rough finish. **82**
U.S.: $2.00 U.K.: N/A

LONSDALE — NICARAGUA
Filler Hon., Nic., Dom. Rep.
Binder Nicaragua
Wrapper Ecuador
Ring Gauge 43
Length 6 1/2"
A streaky wrapper. It has some rich flavors, but they are overshadowed by hot and grassy notes. **82**
U.S.: $1.75 U.K.: N/A

FUENTE FUENTE OPUSX

Made by Tabacalera A. Fuente y Cia.
Distributed by Fuente & Newman Premium Cigars Ltd.
Purchase date: September 1997 Sold: United States

FUENTE FUENTE — DOM. REP.
Filler Dom. Rep.
Binder Dom. Rep.
Wrapper Dom. Rep.
Ring Gauge 46
Length 5 5/8"
A silky, colorado wrapper on a well-made cigar. It has a light earthy quality, with hints of grass, toasted nuts and a rich sweetness. Medium-bodied, with a long finish. **89**
U.S.: $9.00 U.K.: N/A

GC 006402

To subscribe call 1-800-644-4395

GOYA

Made by CITA Tabacos de Canarias S A
Distributed by S A G Imports Inc
Release date December 1996 Sold United States

CORONA — CANARY ISLANDS
Filler Dom Rep, Brazil
Binder Mexico — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 5 1/2"
This cigar is spunky and peppery It has a sweet cream flavor along with a hot, bitter edge
U.S.: $5.50 U.K.: N/A
86

CETRO — CANARY ISLANDS
Filler Dom Rep, Brazil
Binder Mexico — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 6 5/8"
This cigar has a nice draw, but it lacks depth It finishes flat and rather sharp
U.S.: $6.00 U.K.: N/A
85

GRAN CORONA — CANARY ISLANDS
Filler Dom Rep, Brazil
Binder Mexico — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 7 1/4"
A good-looking cigar Its creaminess is overshadowed by sharp, unpleasant flavors
U.S.: $6.75 U.K.: N/A
83

REALES — CANARY ISLANDS
Filler Dom Rep, Brazil
Binder Mexico — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
A wrinkled, soft cigar with a loose draw Brackish and grassy Burns hot
U.S.: $6.25 U.K.: N/A
82

H. UPMANN

Made by Jose Marti Factory (a k a H Upmann)
Distributed by Habanos S A
Box date Winter 1996 Sold Outside U S

SIR WINSTON — CUBA
Filler Cuba
Binder Cuba — Ring Gauge 47
Wrapper Cuba — Length 7"
An oily wrapper that is spotty and veiny The tip is a bit soft, but this cigar is loaded with rich, complex flavors, including cedar, leather and fruit Not quite as powerful as it appears
U.S.: N/A U.K.: £13.20
89

H. UPMANN CHAIRMAN'S RESERVE

Made by Consoudated Cigar Corp
Distributed by Consoudated Cigar Corp
Release date November 1996 Sold Alfred Dunhill

ROBUSTO — DOM. REP.
Filler Dom Rep
Binder Indonesia — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 4 3/4"
A beautifully made cigar, with a solid bunch and an oily wrapper It draws perfectly, with a flaky white ash An herbal cigar that will improve with age
U.S.: $12.50 U.K.: N/A
88

DOUBLE CORONA — DOM. REP.
Filler Dom Rep
Binder Indonesia — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 7"
This cigar has a silky, attractive wrapper It is mild, slow-burning and has a light nutty taste A short and dry finish
U.S.: $18.50 U.K.: N/A
87

TORPEDO — DOM. REP.
Filler Dom Rep
Binder Indonesia — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
This is an extremely well-made pyramid, with a firm, pointy tip It burns perfectly with a white ash The smoke is medium-bodied, with some light herbal characteristics
U.S.: $15.00 U.K.: N/A
87

CHURCHILL — DOM. REP.
Filler Dom Rep
Binder Indonesia — Ring Gauge 48
Wrapper U S A /Connecticut Shade — Length 6 3/4"
This cigar has an attractive wrapper, but it is sour and sharp Some tasters noted bitter and hot flavors Some inconsistency
U.S.: $17.00 U.K.: N/A
84

HAVANA CLASSICO

Made by Caribbean Cigar Co
Distributed by Caribbean Cigar Co
Release date February 1997 Sold United States

ROBUSTO — DOM. REP.
Filler Dom Rep, Indonesia, Mexico
Binder Mexico — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 5"
A firm, olive-colored robusto with a fine draw It is mild- to medium-bodied, with hints of peanuts and wood
U.S.: $6.30 U.K.: N/A
89

ROBUSTO LARGA — DOM. REP.
Filler Dom Rep, Indonesia, Mexico
Binder Mexico — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
A golden-brown cigar with prominent veins This cigar is bitter and gassy It has a core of sweet cream flavor
U.S.: $6.45 U.K.: N/A
88

TORPEDO — DOM. REP.
Filler Dom Rep, Indonesia, Mexico
Binder Mexico — Ring Gauge 54
Wrapper U S A /Connecticut Shade — Length 6 1/2"
A well-made belicoso It has a smooth, even draw, with a flaky ash While there are mild and creamy notes and some sweet herbal flavors, it lacks depth
U.S.: $10.50 U.K.: N/A
87

GC 006403

CHURCHILL — DOM. REP.
Filler Dom Rep, Indonesia, Mexico
Binder Mexico — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 7 1/2"
This rustic cigar is mild to medium-bodied, with a faint tang and some gassy, grassy flavors
U.S.: $7.75 U.K.: N/A
83

CORONA CLASSICO — DOM. REP.
Filler Dom Rep, Indonesia, Mexico
Binder Mexico — Ring Gauge 42
Wrapper U S A /Connecticut Shade — Length 6 1/2"
This cigar is golden and oily, but it is covered with veins and wrinkles It has a firm draw Smooth, with hints of cream and toasted almonds
U.S.: $6.50 U.K.: N/A
83

HENRY CLAY

Made by Consolidated Cigar Corp
Distributed by Consolidated Cigar Corp
Release date N/A Sold United States

BREVAS — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 42
Wrapper U S A /Conn Broadleaf — Length 5 1/2"
A rich, dark wrapper The cigar has a fine draw, and it's loaded with rich flavors An earthy, pungent cigar with hints of dark chocolate Powerful
U.S.: $2.90 U.K.: N/A
88 BEST BUY

BREVAS A LA CONSERVA — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 46
Wrapper U S A /Conn Broadleaf — Length 5 5/8"
Roughly made, with a wrapper that looks like tanned leather The smoke is complex—leather, caramel and burnt vanilla flavors combine on the palate Tasty and flavorful
U.S.: $3.20 U.K.: N/A
88 BEST BUY

BREVAS FINAS — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper U S A /Conn Broadleaf — Length 6 1/2"
This brawny cigar appears to be box-crushed, rather than box-pressed But it burns beautifully, filling the mouth with rich, earthy smoke Nutty and leathery, with a cedar finish
U.S.: $3.50 U.K.: N/A
87

HOJA CUBANA

Made by Nick's Cigar Co
Distributed by Universal Cigar Co
Release date December 1996 Sold United States

EPICURE — U.S.A.
Filler Nicaragua, Dom Rep
Binder Honduras — Ring Gauge 50
Wrapper Ecuador — Length 6"
Leathery, earthy and opulent, with hints of rich coffee A medium- to full-bodied cigar
U.S.: $6.50 U.K.: N/A
88

CHURCHILL — U.S.A.
Filler Nicaragua, Dom Rep
Binder Honduras — Ring Gauge 50
Wrapper Ecuador — Length 7"
The thick smoke from this cigar delivers cedar and floral flavors A rich and medium-bodied cigar
U.S.: $7.30 U.K.: N/A
86

TORPEDO — U.S.A.
Filler Nicaragua, Dom Rep
Binder Honduras — Ring Gauge 54
Wrapper Ecuador — Length 6 1/4"
A dark, well-made torpedo that loads the palate with rich smoke Peppery, with dry, metallic flavor
U.S.: $8.20 U.K.: N/A
86

ROBUSTO — U.S.A.
Filler Nicaragua, Dom Rep
Binder Honduras — Ring Gauge 50
Wrapper Ecuador — Length 5"
This reddish brown cigar has a loose draw and burns hot A strong but harsh smoke
U.S.: $6.00 U.K.: N/A
85

CORONA — U.S.A.
Filler Nicaragua, Dom Rep
Binder Honduras — Ring Gauge 44
Wrapper Ecuador — Length 6"
This cigar is powerful and rich, with hints of bitter chocolate and a musky aroma
U.S.: $4.00 U.K.: N/A
83

HOYO DE MONTERREY

Made by Fernando Roig Factory (a k a La Corona)
Distributed by Habanos S A
Box date November 1996 Sold Outside U S

EPICURE NO. 1 — CUBA
Filler Cuba
Binder Cuba — Ring Gauge 46
Wrapper Cuba — Length 5 5/8"
A well-made cigar with a beautiful, dark wrapper It has a good draw, delivering heavy smoke Earthy and leathery, with sweet toasty flavors and hints of vanilla A short finish
U.S.: N/A U.K.: £9.55
88

HURRICANOS

Made by Cofradia Tabacos, S De R L
Distributed by Hinds Brothers Tobacco Int Ltd
Release date July 1997 Sold United States

LONSDALE — HONDURAS
Filler Honduras, Nicaragua
Binder Honduras — Ring Gauge 43
Wrapper Ecuador — Length 7"
Rustic and rough, with a poorly made cap, this cigar is rich and sweet A short finish
U.S.: $2.00 U.K.: N/A
88 BEST BUY

GC 006404

CIGAR insider

BEST BUY

ROBUSTO — HONDURAS — 87
Filler Honduras, Nicaragua
Binder Honduras — Ring Gauge 50
Wrapper Ecuador — Length 5"
A dark wrapper This cigar packs some punch, with earthy, leathery flavors It has a short finish
U.S.: $1.95 U.K.: N/A

CHURCHILL — HONDURAS — 86
Filler Honduras, Nicaragua
Binder Honduras — Ring Gauge 49
Wrapper Ecuador — Length 7"
Dark and rugged It has toasty, caramel flavors with hints of pepper, but it finishes flat
U.S.: $2.50 U.K.: N/A

SHORT CHURCHILL — HONDURAS — 86
Filler Honduras, Nicaragua
Binder Honduras — Ring Gauge 50
Wrapper Ecuador — Length 6"
Gorgeous and oily This cigar is powerful, but one-dimensional It needs some time
U.S.: $2.25 U.K.: N/A

CORONA — HONDURAS — 81
Filler Honduras, Nicaragua
Binder Honduras — Ring Gauge 42
Wrapper Ecuador — Length 5 1/2"
Rough, dark and oddly formed The cigar has bittersweet flavors, and lacks finesse
U.S.: $1.75 U.K.: N/A

JOSÉ MARTÍ

Made by Nicaraguan American Tobaccos S A
Distributed by Cigars by Santa Clara N A Inc
Release date January 1997 Sold United States

MASAYA — NICARAGUA — 88
Filler Nic , Hon , Dom Rep
Binder Honduras — Ring Gauge 54
Wrapper Ecuador — Length 6 3/4"
This cigar has a rough tip, but it's packed with solid flavors of wood and toast Medium-bodied
U.S.: $5.00 U.K.: N/A

VALENTINO — NICARAGUA — 84
Filler Nic , Hon , Dom Rep
Binder Honduras — Ring Gauge 48
Wrapper Ecuador — Length 7"
A reddish wrapper The cigar is musky, with hints of leather It finishes slightly tart and dry
U.S.: $3.50 U.K.: N/A

JUAN LOPEZ

Made by Tobas Lazaro Pena Factory
Distributed by Habanos S A
Box date February 1997 Sold Outside U S

HUMIDOR SELECTION

SELECCIÓN NO. 2 — CUBA — 89
Filler Cuba
Binder Cuba — Ring Gauge 50
Wrapper Cuba — Length 4 7/8"
This well-made robusto has hints of leather and chocolate The cigar shows a great deal of strength, but little finesse Flavorful, but it's hampered by a tight draw
U.S.: N/A FRANCE: 53.60SF

LA AURORA

Made by La Aurora S A
Distributed by Miami Cigar & Co
Release date Belicoso 10/96, Petit Belicoso 9/97 Sold Western Hemisphere

HUMIDOR SELECTION

PETIT BELICOSO — DOM. REP. — 90
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper Cameroon — Length 5"
Expertly crafted, this little cigar has a perfect draw It's rich, with a nutty, sweet spice character and some dry notes The smoke is heavy and flavorful
U.S.: $5.50 U.K.: N/A

BELICOSO — DOM. REP. — 84
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper Cameroon — Length 6 1/4"
A nicely made cigar with a rich, dark wrapper It is woody, with a light spiciness, along with some harsh notes Some inconsistency was noted in the draw
U.S.: $6.85 U.K.: N/A

LA FLOR DOMINICANA

Made by La Flor Dominicana S A
Distributed by Premium Imports Inc
Release date November 1997 Sold United States

BELICOSO RESERVA ESPECIAL — DOM. REP. — 89
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 5 1/2"
Golden brown, this cigar is woody, leathery and spunky, with an earthy spiciness A medium-bodied smoke that will improve with age
U.S.: $6.95 U.K.: N/A

NO. 2 — DOM. REP. — 89
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper Mexico — Length 6 1/2"
A black wrapper covers this sharp-tipped figurado It has a great draw and an even burn Loaded with sweet spices, the mild to medium-bodied cigar is sweet and pleasant
U.S.: $7.75 U.K.: N/A

FIGURADOS — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep. — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 6 1/2"
A well-made torpedo, with a sharp tip and a firm bunch It burns and draws well, showing a solid core of tobacco flavors and some toasty, sweet spices A pleasant finish
U.S · $7 20

GC 006405

CIGAR insider

ALCALDE — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper U S A /Connecticut Shade — Length 6 1/2"
A well made, mild to medium-bodied cigar It has a smooth, woody quality and an herbal flavor Light and easy to smoke
U.S.: $5.50 U.K.: N/A

CHURCHILL RESERVA ESPECIAL — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 49
Wrapper U S A /Connecticut Shade — Length 6 7/8"
This well-made cigar has a golden, oily wrapper A smooth draw delivers sweet cream flavors
U.S.: $7.20 U.K.: N/A

NO. 1 — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper Mexico — Length 6 1/2"
Inky black, this cigar burns well and has a fine draw It is sweet and peppery, with a pungent, herbal character
U.S.: $6.75 U.K.: N/A

INSURRECTOS — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 42
Wrapper U S A /Connecticut Shade — Length 5 1/2"
A well-made cigar with a nice, even burn and a fine draw It has a mild, toasty quality and is slightly dry Tastes a bit young
U.S.: $4.00 U.K.: N/A

MACEO — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper U S A /Connecticut Shade — Length 5"
A wrinkled wrapper covers this robusto It is mild- to medium-bodied, with rich, sweet cream flavors and hints of salted nuts
U.S.: $6.50 U.K.: N/A

MACHETEROS — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 40
Wrapper U S A /Connecticut Shade — Length 4"
This mini cigar is well made and slightly spicy It has some pleasant, smooth flavors, and some gassy, grassy qualities
U.S.: $3.50 U.K.: N/A

NO. 3 — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper Mexico — Length 5"
Inky black and solid This cigar burns slow and cool The smoke is smooth and sweet, with a hint of pepper A mild, easygoing cigar
U.S.: $7.50 U.K.: N/A

DIPLOMATICO — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 30
Wrapper U S A /Connecticut Shade — Length 5"
This slim cigar is oily and beautifully made It has some herbal notes along with some harsh flavors on the palate
U.S.: $2.50 U.K.: N/A

MAMBISES — DOM. REP. — 84
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper U S A /Connecticut Shade — Length 6 7/8"
This cigar is nutty and mild, with some floral and herbal flavors It has a dry finish
U.S.: $6.95 U.K.: N/A

ROBUSTO RESERVA ESPECIAL — DOM. REP. — 83
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper U S A /Connecticut Shade — Length 5"
A smooth, oily wrapper This cigar has a roasted spice character It is medium-bodied and has some sharp, leafy flavors Improves as it's smoked
U.S.: $6.75 U.K.: N/A

LA FONTANA

Made by Tabacos Ranchos Jamastran S A
Distributed by Caribe Imported Cigars
Purchase Date September 1996 Sold United States

BELICOSO — HONDURAS — 85
Filler Honduras
Binder Mexico — Ring Gauge 54
Wrapper U S A /Connecticut Shade — Length 6"
This cigar is well made It has a harsh beginning Hints of sweetness pair with a touch of fruit
U.S.: $4.60 U.K.: N/A

LA GLORIA CUBANA

Made by El Credito Cigars
Distributed by El Credito Cigars
Purchase date Winter 1996/97 Sold United States

TORPEDO NO. 1 — DOM. REP. — 92 — Humidor Selection
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 52
Wrapper Ecuador — Length 6 1/2"
This torpedo is perfectly crafted It starts with a leafy edge, but quickly strengthens to show rich chocolate and leather flavors, with a cedary finish A powerhouse that will age well
U.S.: $5.50 U.K.: N/A

CHURCHILL — DOM. REP. — 91 — Humidor Selection
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 50
Wrapper Ecuador — Length 7"
A gorgeous and dark wrapper The cigar burns well, showing some toasty cocoa flavors along with a light finish Some tasters noted a tight draw
U.S.: $3.65 U.K.: N/A

GC 006406

CIGAR insider

CROWN IMPERIAL — DOM. REP. — 90
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 49
Wrapper Ecuador — Length 9"
This cigar is packed with complex, musky flavors It has hints of leather and earth, with a chalky finish Some inconsistency was noted in the draw
U.S.: $4.25 U.K.: N/A

GLORIAS — DOM. REP. — 90
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 43
Wrapper Ecuador — Length 5 1/2"
Rich and dark, this cigar has a funky, leathery taste, with hints of vanilla and caramel Time will make it even better
U.S.: $2.75 U.K.: N/A

GLORIAS INMENSAS — DOM. REP. — 90
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 48
Wrapper Ecuador — Length 7 1/2"
This cigar loads the mouth with thick smoke It's powerful, with hints of leather and earth along with a cedary finish Age will improve the cigar
U.S.: $3.70 U.K.: N/A

WAVELL — DOM. REP. — 90
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 50
Wrapper Ecuador — Length 5"
Dark, coarse and well made, this robusto is herbal, earthy and pungent It has leather and chocolate notes, and a bit of bite A medium to full-bodied cigar that will blossom in a humidor
U.S.: $3.70 U.K.: N/A

CORONAS EXTRA LARGA — DOM. REP. — 89
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 44
Wrapper Ecuador — Length 7 3/4"
A rough-looking cigar with an excellent draw and silky smoke Medium- to full-bodied, with a leathery, earthy character
U.S.: $3.60 U.K.: N/A

DOUBLE CORONA — DOM. REP. — 88
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 49
Wrapper Ecuador — Length 7 3/4"
This is a gorgeous, chocolate-brown cigar It is woody, with an earthy spiciness, but it's also dry Some tasters noted a tight draw
U.S.: $3.75 U.K.: N/A

MEDAILLE D'OR NO. 2 — DOM. REP. — 88
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 43
Wrapper Ecuador — Length 6 1/4"
A toothy, spotty wrapper The cigar has a perfect, cool draw Earthy and light pepper flavors combine with a toasted aroma Smooth and rich
U.S.: $3.15 U.K.: N/A

MEDAILLE D'OR NO. 4 — DOM. REP. — 87
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 32
Wrapper Ecuador — Length 6"
This cigar hides surprising power It has a nice pump of tobacco flavor and some rich, peppery qualities A burnt caramel aroma
U.S.: $2.10 U.K.: N/A

MINUTOS — DOM. REP. — 87
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 40
Wrapper Ecuador — Length 4 1/2"
Gorgeous, dark and well made This little smoke is crammed with rich, powerful flavors Spicy berry flavors surround a powerful core of tobacco Burns well with a bright white ash
U.S.: $2.20 U.K.: N/A

SOBERANO — DOM. REP. — 87
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 52
Wrapper Ecuador — Length 8"
This cigar burns erratically It has some dry, harsh notes suggesting youth along with a pleasant toasted flavor
U.S.: $3.85 U.K.: N/A

CORONA GORDA — DOM. REP. — 86
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 52
Wrapper Ecuador — Length 6"
This cigar is solid It has a flaky ash It's earthy and chalky, but it lacks depth and has a dry, salty finish Some inconsistency
U.S.: $3.55 U.K.: N/A

GLORIAS EXTRA — DOM. REP. — 86
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 46
Wrapper Ecuador — Length 6 1/4"
Dark, silky and oily This cigar has hints of chocolate, but it suffers from a tight draw and an acidic finish
U.S.: $3.25 U.K.: N/A

LA PERLA HABANA

Made by Cuevas y Hermanos C X A
Distributed by Allison International Ltd
Release date July 1997 — Sold United States

TORO — DOM. REP. — 91
Filler Dom Rep
Binder Indonesia — Ring Gauge 50
Wrapper Indonesia — Length 6"
A well-made cigar with a toasty, burnt vanilla flavor Will improve with age
U.S.: $5.55 U.K.: N/A

ROBUSTO — DOM. REP. — 90
Filler Dom Rep
Binder Indonesia — Ring Gauge 52
Wrapper Indonesia — Length 4 3/4"
A gritty wrapper The cigar is earthy and pungent, with hints of coffee A short finish
U.S.: $5.30 U.K.: N/A

CORONA — DOM. REP.
Filler Dom Rep
Dark, oily and well made It has some sweet, funky flavors, with a dry finish

GC 006407

DOUBLE CORONA — DOM. REP. — 88
Filler Dom Rep
Binder Indonesia — Ring Gauge 52
Wrapper Indonesia — Length 7"
A rich, tasty and nutty cigar It has hints of leather, and a rich, musky finish
U.S.: $5.95 U.K.: N/A

FIGURADO — DOM. REP. — 88
Filler Dom Rep
Binder Indonesia — Ring Gauge 52
Wrapper Indonesia — Length 6 1/4"
A solid pyramid It has sweet wood flavors, with hints of nutmeg and white pepper
U.S.: $6.25 U.K.: N/A

LONSDALE — DOM. REP. — 86
Filler Dom Rep
Binder Indonesia — Ring Gauge 43
Wrapper Indonesia — Length 6 3/4"
This cigar starts off sour, but rounds out with some wood and mushroom flavors A leafy finish
U.S.: $5.15 U.K.: N/A

LA PRIMERA

Made by Manufactura de Tabacos S A
Distributed by S A G Imports
Release date August 1996 Sold United States

WAVELL — DOM. REP. — 88 — BEST BUY
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper Ecuador — Length 5"
This well-balanced cigar combines leathery, musky flavors with a nutty quality Rich and pleasant
U.S.: $3.00 U.K.: N/A

NO. 1 — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper Ecuador — Length 6 3/4"
A perfect draw The cigar has creamy cinnamon and nutmeg notes and an enticing aroma
U.S.: $3.00 U.K.: N/A

TORO — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper Ecuador — Length 6"
A golden cigar that has an abundant, easy draw It is mild and soft, with a pleasant herbal quality
U.S.: $3.25 U.K.: N/A

CHURCHILL — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper Ecuador — Length 7"
A dark, veiny wrapper It has some pleasant toasted wood flavors, but finishes flat
U.S.: $3.50 U.K.: N/A

NO. 4 — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper Ecuador — Length 5 3/4"
A good looking cigar that is dominated by papery, leafy flavors A short finish
U.S.: $2.75 U.K.: N/A

LA TRADICION

Made by Nick's Cigar Co
Distributed by Nick's Cigar Co
Purchase date March 1996 Sold U S, Canada

TORPEDO ROSADO — U.S.A. — 91 — HUMIDOR SELECTION
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 54
Wrapper Ecuador — Length 6 1/2"
Impeccably crafted, rich and flavorful Spicy with a hint of wood
U.S.: $6.80 U.K.: N/A

ROBUSTO NATURAL — U.S.A. — 88
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 5"
This well-made cigar has an herbal quality Medium-bodied with a smooth finish
U.S.: $5.15 U.K.: N/A

ROBUSTO ROSADO — U.S.A. — 88
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador — Length 5"
A medium-strength cigar with hints of leather and earth It has a dry finish
U.S.: $5.15 U.K.: N/A

TORPEDO MADURO — U.S.A. — 88
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 54
Wrapper Ecuador — Length 6 1/2"
A well-made pyramid It is surprisingly mild, with toasty, herbal flavors and a touch of spice
U.S.: $6.80 U.K.: N/A

ROBUSTO MADURO — U.S.A. — 87
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador — Length 5"
This solid cigar shows strength and flavor, with hints of dark chocolate and some musty, earthy qualities
U.S.: $5.15 U.K.: N/A

CHURCHILL MADURO — U.S.A. — 86
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 49
Wrapper Ecuador — Length 7"
A good looking wrapper The cigar is smooth, sweet and tasty, with a slight steely character
U.S.: $5.60 U.K.: N/A

GC 006408

GRAN TORPEDO MADURO — U.S.A. — 85
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 60
Wrapper Ecuador — Length 7 1/2"
This cigar is mild- to medium-bodied with some sweet mellow flavors
U.S.: $10.70 U.K.: N/A

TORPEDO NATURAL — U.S.A. — 85
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 54
Wrapper U S A /Connecticut Shade — Length 6 1/2"
A solid cigar with a fragile wrapper It is herbal and vegetal, with some floral notes Mild- to medium bodied
U.S.: $6.80 U.K.: N/A N/A

CHURCHILL ROSADO — U.S.A. — 84
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 49
Wrapper Ecuador — Length 7"
This cigar burns well and slow It has a light earthy quality and a sharp aroma A medium-bodied cigar
U.S.: $5.60 U.K.: N/A

DOUBLE CORONA MADURO — U.S.A. — 84
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador — Length 7 5/8"
This cigar is tasty, smooth and sweet, but it is hampered by a tight draw Hints of wood and pepper
U.S.: $5.80 U.K.: N/A

DOUBLE CORONA ROSADO — U.S.A. — 84
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador — Length 7 5/8"
A gorgeous dark wrapper It is rich and earthy, with some green flavors and tang
U.S.: $5.80 U.K.: N/A

DOUBLE CORONA NATURAL — U.S.A. — 82
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 50
Wrapper U S A /Connecticut — Length 7 5/8"
This cigar has a firm draw It has a core of sweet cream with a touch of spice, and a tangy finish
U.S.: $5.80 U.K.: N/A

GRAN TORPEDO ROSADO — U.S.A. — 82
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 60
Wrapper Ecuador — Length 7 1/2"
This cigar has a very flaky ash It is light, woody and sweet Mild- to medium bodied
U.S.: $10.70 U.K.: N/A

CHURCHILL NATURAL — U.S.A. — 81
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 49
Wrapper U S A /Connecticut Shade — Length 7"
Creamy, dry and tangy It burns well with a very flaky ash
U.S.: $5.60 U.K.: N/A

GRAN TORPEDO NATURAL — U.S.A. — 81
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 60
Wrapper Ecuador — Length 7 1/2"
This cigar has a sweet spice flavor, with some creamy and tangy notes
U.S.: $10.70 U.K.: N/A

LEÓN JIMENES

Made by La Aurora S A
Distributed by Miami Cigar & Co
Release date Belicoso 10/96, Petit Belicoso 9/97 — Sold Western Hemisphere

PETIT BELICOSO — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 5"
A very well-made cigar It has a perfect draw and a very light body The smoke is herbal and semisweet, with hints of cedar
U.S.: $6.60 U.K.: N/A

BELICOSO — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 6 1/4"
Beautifully made, with a light wrapper It is creamy and floral The mild smoke has hints of sweet nutmeg and cinnamon A short, dry finish
U.S.: $7.15 U.K.: N/A

LICENCIADOS

Made by Manufactura de Tabacos S A (Matasa)
Distributed by Mike's Cigars Distributors Inc
Purchase date Late Autumn 1996 Sold United States

NO. 4 — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 5 3/4"
A silky but wrinkled wrapper on an otherwise well-made cigar It burns well, but the smoke is thin The flavor is mild and light, with a faint nuttiness and a light aroma
U.S.: $3.00 U.K.: N/A

PRESIDENTE — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 8"
This big cigar suffers from a tight draw It is very mild, with a light, herbal quality It burns well and has a flaky ash
U.S.: $4.50 U.K.: N/A

GC 006409

SUPREME MADURO 400 — DOM. REP. — 88 — BEST BUY
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Conn Broadleaf — Length 6"
A powerful-looking cigar It has a loose draw, delivering sweet, burnt caramel flavors Grows cooler as it is smoked A rustic yet pleasant cigar
U.S.: $4.75 U.K.: N/A

WAVELL — DOM. REP. — 88 — BEST BUY
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 5"
A pretty robusto that is solid and well made It has an easy, loose draw but burns well A mild cigar that is rather light
U.S.: $4.00 U.K.: N/A

CHURCHILL — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 7"
A well-made cigar that is rather veiny It has a well-balanced draw, burning evenly, but the smoke is tangy and sour A mild cigar
U.S.: $4.30 U.K.: N/A

SOBERANO — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 8 1/2"
This big cigar has a smooth draw and an even burn, but the ash is rather flaky It is mild and easygoing, with a pungent, herbal edge Some sweet cream flavors were also noted
U.S.: $4.70 U.K.: N/A

TORO — DOM. REP. — 87
Filler Dom Rep
Binder. Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
This cigar has an easy draw The smoke is slightly thin, but peppery, and has some herbal characteristics Some inconsistency
U.S.: $4.20 U.K.: N/A

WAVELL MADURO — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Conn Broadleaf — Length 5"
A black and brawny cigar that burns well with a flaky, powdery ash It is nutty and sweet, showing hints of cocoa and cream A tasty cigar
U.S.: $4.50 U.K.: N/A

SUPREME MADURO 300 — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U S A /Conn Broadleaf — Length 6 3/4"
An oily wrapper on a well-balanced cigar Mild, light and fairly dry Lacks depth
U.S.: $4.45 U.K.: N/A

EXCELLENTE — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 6 3/4"
A rustic wrapper Some tasters noted a loose draw on this cigar, which is grassy and rather leafy Some faint cream flavors were noted, but this cigar is dry and lacks depth
U.S.: $3.60 U.K.: N/A

PANETELA — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 38
Wrapper U S A /Connecticut Shade — Length 7"
Some smooth and creamy flavors were noted in this slim cigar, along with some hints of youth Some inconsistency
U.S.: $2.90 U.K.: N/A

SUPREME MADURO 200 — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U S A /Conn Broadleaf — Length 5 3/4"
A mottled, dry and rustic wrapper This cigar burns well, showing some earthy, spicy qualities, while remaining rather mild A pleasant finish
U.S.: $3.90 U.K.: N/A

SUPREME MADURO 500 — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Conn Broadleaf — Length 8"
This cigar is solid, but the wrapper is extremely rough It has a tough, tight draw The smoke has some sweet qualities, but it is rather flat
U.S.: $4.95 U.K.: N/A

EXPRESO — DOM. REP. — 84
Filler Dom Rep
Binder Dom Rep — Ring Gauge 35
Wrapper U S A /Connecticut Shade — Length 4 1/2"
An extremely light, veiny wrapper covers this small smoke It burns well, with a flaky ash The cigar shows some creamy qualities, but it lacks depth
U.S.: $2.50 U.K.: N/A

FIGURADO — DOM. REP. — 84
Filler Dom Rep
Binder Dom Rep — Ring Gauge 56
Wrapper U S A /Connecticut Shade — Length 6"
This thick figurado has an extremely rough and veiny wrapper The cigar is herbal and tangy, dominated by papery flavors Mild- to medium-bodied Some tasters noted a tight draw
U.S.: $6.25 U.K.: N/A

MACANUDO

Made by General Cigar Holdings Inc
Distributed by General Cigar Holdings Inc
Purchase date September 1997 Sold U S , U K , Germany

HYDE PARK MADURO — JAMAICA — 88
Filler Dom Rep
Binder Mexico — Ring Gauge 49
Wrapper Mexico — Length 5 1/2"
A well-made maduro with an attractive, oily wrapper It is toasty and nutty, with lots of sweet cream flavor and hints of pepper A medium-bodied cigar
U.S.: $5.20 U.K.: N/A

HAMPTON COURT — JAMAICA — 86
Filler Dom Rep
Binder Mexico — Ring Gauge 42
Wrapper U S A /Connecticut Shade — Length 5 1/4"
A pretty but fragile wrapper It has a tight draw The smoke is medium- bodied and slightly sweet, with some grassy and sour flavors
U.S.: $4.95 U.K.: £5.30

PORTOFINO — JAMAICA — 85
Filler Dom Rep
Binder Mexico — Ring Gauge 34
Wrapper U S A /Connecticut Shade — Length 7"
A well-made lancero It's a nice, light smoke, with some wood and herbal flavors It lacks depth
U.S.: $4.95 U.K.: £5.20

GC 006410

CROWN IMPERIAL — DOM. REP. — 90
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 49
Wrapper Ecuador — Length 9"
This cigar is packed with complex, musky flavors It has hints of leather and earth, with a chalky finish Some inconsistency was noted in the draw
U.S.: $4.25 U.K.: N/A

GLORIAS — DOM. REP. — 90
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 43
Wrapper Ecuador — Length 5 1/2"
Rich and dark, this cigar has a funky, leathery taste, with hints of vanilla and caramel Time will make it even better
U.S.: $2.75 U.K.: N/A

GLORIAS INMENSAS — DOM. REP. — 90
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 48
Wrapper Ecuador — Length 7 1/2"
This cigar loads the mouth with thick smoke It's powerful, with hints of leather and earth along with a cedary finish Age will improve the cigar
U.S.: $3.70 U.K.: N/A

WAVELL — DOM. REP. — 90
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 50
Wrapper Ecuador — Length 5"
Dark, coarse and well made, this robusto is herbal, earthy and pungent It has leather and chocolate notes, and a bit of bite A medium- to full-bodied cigar that will blossom in a humidor
U.S.: $3.70 U.K.: N/A

CORONAS EXTRA LARGA — DOM. REP. — 89
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 44
Wrapper Ecuador — Length 7 3/4"
A rough-looking cigar with an excellent draw and silky smoke Medium- to full-bodied, with a leathery, earthy character
U.S.: $3.60 U.K.: N/A

DOUBLE CORONA — DOM. REP. — 88
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 49
Wrapper Ecuador — Length 7 3/4"
This is a gorgeous, chocolate-brown cigar It is woody, with an earthy spiciness, but it's also dry Some tasters noted a tight draw
U.S.: $3.75 U.K.: N/A

MEDAILLE D'OR NO. 2 — DOM. REP. — 88
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 43
Wrapper Ecuador — Length 6 1/4"
A toothy, spotty wrapper The cigar has a perfect, cool draw Earthy and light pepper flavors combine with a toasted aroma Smooth and rich
U.S.: $3.15 U.K.: N/A

MEDAILLE D'OR NO. 4 — DOM. REP. — 87
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 32
Wrapper Ecuador — Length 6"
This cigar hides surprising power It has a nice pump of tobacco flavor and some rich, peppery qualities A burnt caramel aroma
U.S.: $2.10 U.K.: N/A

MINUTOS — DOM. REP. — 87
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 40
Wrapper Ecuador — Length 4 1/2"
Gorgeous, dark and well made This little smoke is crammed with rich, powerful flavors Spicy berry flavors surround a powerful core of tobacco Burns well with a bright white ash
U.S.: $2.20 U.K.: N/A

SOBERANO — DOM. REP. — 87
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 52
Wrapper Ecuador — Length 8"
This cigar burns erratically It has some dry, harsh notes suggesting youth along with a pleasant toasted flavor
U.S.: $3.85 U.K.: N/A

CORONA GORDA — DOM. REP. — 86
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 52
Wrapper Ecuador — Length 6"
This cigar is solid It has a flaky ash It's earthy and chalky, but it lacks depth and has a dry, salty finish Some inconsistency
U.S.: $3.55 U.K.: N/A

GLORIAS EXTRA — DOM. REP. — 86
Filler Dom Rep, Nicaragua
Binder Nicaragua — Ring Gauge 46
Wrapper Ecuador — Length 6 1/4"
Dark, silky and oily This cigar has hints of chocolate, but it suffers from a tight draw and an acidic finish
U.S.: $3.25 U.K.: N/A

LA PERLA HABANA

Made by Cuevas y Hermanos C X A
Distributed by Allison International Ltd
Release date July 1997 Sold United States

TORO — DOM. REP. — 91
Filler Dom Rep
Binder Indonesia — Ring Gauge 50
Wrapper Indonesia — Length 6"
A well-made cigar with a toasty, burnt vanilla flavor Will improve with age
U.S.: $5.55 U.K.: N/A

ROBUSTO — DOM. REP. — 90
Filler Dom Rep
Binder Indonesia — Ring Gauge 52
Wrapper Indonesia — Length 4 3/4"
A gritty wrapper The cigar is earthy and pungent, with hints of coffee A short finish
U.S.: $5.30 U.K.: N/A

CORONA — DOM. REP. — 88
Filler Dom Rep
Binder Indonesia — Ring Gauge 43
Wrapper Indonesia — Length 5 3/4"
Dark, oily and well made It has some sweet, funky flavors, with a dry finish
U.S.: $4.85 U.K.: N/A

GC 006411

DOUBLE CORONA — DOM. REP. — 88
Filler Dom Rep
Binder Indonesia — Ring Gauge 52
Wrapper Indonesia — Length 7"
A rich, tasty and nutty cigar. It has hints of leather, and a rich, musky finish.
U.S.: $5.95 U.K.: N/A

FIGURADO — DOM. REP. — 88
Filler Dom Rep
Binder Indonesia — Ring Gauge 52
Wrapper Indonesia — Length 6 1/4"
A solid pyramid. It has sweet wood flavors, with hints of nutmeg and white pepper.
U.S.: $6.25 U.K.: N/A

LONSDALE — DOM. REP. — 86
Filler Dom Rep
Binder Indonesia — Ring Gauge 43
Wrapper Indonesia — Length 6 3/4"
This cigar starts off sour, but rounds out with some wood and mushroom flavors. A leafy finish.
U.S.: $5.15 U.K.: N/A

LA PRIMERA

Made by Manufactura de Tabacos S.A.
Distributed by S.A.G. Imports
Release date August 1996 — Sold United States

WAVELL — DOM. REP. — 88 — BEST BUY
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper Ecuador — Length 5"
This well-balanced cigar combines leathery, musky flavors with a nutty quality. Rich and pleasant.
U.S.: $3.00 U.K.: N/A

NO. 1 — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper Ecuador — Length 6 3/4"
A perfect draw. The cigar has creamy cinnamon and nutmeg notes and an enticing aroma.
U.S.: $3.00 U.K.: N/A

TORO — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper Ecuador — Length 6"
A golden cigar that has an abundant, easy draw. It is mild and soft, with a pleasant herbal quality.
U.S.: $3.25 U.K.: N/A

CHURCHILL — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper Ecuador — Length 7"
A dark, veiny wrapper. It has some pleasant toasted wood flavors, but finishes flat.
U.S.: $3.50 U.K.: N/A

NO. 4 — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper Ecuador — Length 5 3/4"
A good looking cigar that is dominated by papery, leafy flavors. A short finish.
U.S.: $2.75 U.K.: N/A

LA TRADICION

Made by Nick's Cigar Co.
Distributed by Nick's Cigar Co.
Purchase date March 1996 — Sold U.S., Canada

TORPEDO ROSADO — U.S.A. — 91 — HUMIDOR SELECTION
Filler Dom Rep, Hon., Nic
Binder Ecuador — Ring Gauge 54
Wrapper Ecuador — Length 6 1/2"
Impeccably crafted, rich and flavorful. Spicy with a hint of wood.
U.S.: $6.80 U.K.: N/A

ROBUSTO NATURAL — U.S.A. — 88
Filler Dom Rep, Hon., Nic
Binder Ecuador — Ring Gauge 50
Wrapper U.S.A./Connecticut Shade — Length 5"
This well-made cigar has an herbal quality. Medium-bodied with a smooth finish.
U.S.: $5.15 U.K.: N/A

ROBUSTO ROSADO — U.S.A. — 88
Filler Dom Rep, Hon., Nic
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador — Length 5"
A medium-strength cigar with hints of leather and earth. It has a dry finish.
U.S.: $5.15 U.K.: N/A

TORPEDO MADURO — U.S.A. — 88
Filler Dom Rep, Hon., Nic
Binder Ecuador — Ring Gauge 54
Wrapper Ecuador — Length 6 1/2"
A well-made pyramid. It is surprisingly mild, with toasty, herbal flavors and a touch of spice.
U.S.: $6.80 U.K.: N/A

ROBUSTO MADURO — U.S.A. — 87
Filler Dom Rep, Hon., Nic
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador — Length 5"
This solid cigar shows strength and flavor, with hints of dark chocolate and some musty, earthy qualities.
U.S.: $5.15 U.K.: N/A

CHURCHILL MADURO — U.S.A. — 86
Filler Dom Rep, Hon., Nic
Binder Ecuador — Ring Gauge 49
Wrapper Ecuador — Length 7"
A good-looking wrapper. The cigar is smooth, sweet and tasty, with a slight steely character.
U.S.: $5.60 U.K.: N/A

GC 006412

GRAN TORPEDO MADURO — U.S.A. — 85
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 60
Wrapper Ecuador — Length 7 1/2"
This cigar is mild- to medium bodied with some sweet mellow flavors
U.S.: $10.70 U.K.: N/A

TORPEDO NATURAL — U.S.A. — 85
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 54
Wrapper U S A /Connecticut Shade — Length 6 1/2"
A solid cigar with a fragile wrapper It is herbal and vegetal, with some floral notes Mild- to medium-bodied
U.S.: $6.80 U.K.: N/A N/A

CHURCHILL ROSADO — U.S.A. — 84
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 49
Wrapper Ecuador — Length 7"
This cigar burns well and slow It has a light earthy quality and a sharp aroma A medium-bodied cigar
U.S.: $5.60 U.K.: N/A

DOUBLE CORONA MADURO — U.S.A. — 84
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador — Length 7 5/8"
This cigar is tasty, smooth and sweet, but it is hampered by a tight draw Hints of wood and pepper
U.S.: $5.80 U.K.: N/A

DOUBLE CORONA ROSADO — U.S.A. — 84
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador — Length 7 5/8"
A gorgeous dark wrapper It is rich and earthy, with some green flavors and tang
U.S.: $5.80 U.K.: N/A

DOUBLE CORONA NATURAL — U.S.A. — 82
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 50
Wrapper U S A /Connecticut — Length 7 5/8"
This cigar has a firm draw It has a core of sweet cream with a touch of spice, and a tangy finish
U.S.: $5.80 U.K.: N/A

GRAN TORPEDO ROSADO — U.S.A. — 82
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 60
Wrapper Ecuador — Length 7 1/2"
This cigar has a very flaky ash It is light, woody and sweet Mild- to medium bodied
U.S.: $10.70 U.K.: N/A

CHURCHILL NATURAL — U.S.A. — 81
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 49
Wrapper U S A /Connecticut Shade — Length 7"
Creamy, dry and tangy It burns well with a very flaky ash
U.S.: $5.60 U.K.: N/A

GRAN TORPEDO NATURAL — U.S.A. — 81
Filler Dom Rep, Hon, Nic
Binder Ecuador — Ring Gauge 60
Wrapper Ecuador — Length 7 1/2"
This cigar has a sweet spice flavor, with some creamy and tangy notes
U.S.: $10.70 U.K.: N/A

LEÓN JIMENES

Made by La Aurora S A
Distributed by Miami Cigar & Co
Release date Belicoso 10/96, Petit Belicoso 9/97 — Sold Western Hemisphere

PETIT BELICOSO — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 5"
A very well made cigar It has a perfect draw and a very light body The smoke is herbal and semisweet, with hints of cedar
U.S.: $6.60 U.K.: N/A

BELICOSO — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 6 1/4"
Beautifully made, with a light wrapper It is creamy and floral The mild smoke has hints of sweet nutmeg and cinnamon A short, dry finish
U.S.: $7.15 U.K.: N/A

LICENCIADOS

Made by Manufactura de Tabacos S A (Matasa)
Distributed by Mike's Cigars Distributors Inc
Purchase date Late Autumn 1996 — Sold United States

NO. 4 — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 5 3/4"
A silky but wrinkled wrapper on an otherwise well-made cigar It burns well, but the smoke is thin The flavor is mild and light, with a faint nuttiness and a light aroma
U.S.: $3.00 U.K.: N/A

PRESIDENTE — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 8"
This big cigar suffers from a tight draw It is very mild, with a light, herbal quality It burns well and has a flaky ash
U.S.: $4.50 U.K.: N/A

GC 006413

SUPREME MADURO 400 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Conn Broadleaf — Length 6"
A powerful looking cigar It has a loose draw, delivering sweet, burnt caramel flavors Grows cooler as it is smoked A rustic yet pleasant cigar
U.S.: $4.75 — U.K.: N/A
88 — BEST BUY

WAVELL — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 5"
A pretty robusto that is solid and well made It has an easy, loose draw but burns well A mild cigar that is rather light
U.S.: $4.00 — U.K.: N/A
88 — BEST BUY

CHURCHILL — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 7"
A well-made cigar that is rather veiny It has a well-balanced draw, burning evenly, but the smoke is tangy and sour A mild cigar
U.S.: $4.30 — U.K.: N/A
87

SOBERANO — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 52
Wrapper U S A /Connecticut Shade — Length 8 1/2"
This big cigar has a smooth draw and an even burn, but the ash is rather flaky It is mild and easygoing, with a pungent, herbal edge Some sweet cream flavors were also noted
U.S.: $4.70 — U.K.: N/A
87

TORO — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
This cigar has an easy draw The smoke is slightly thin, but peppery, and has some herbal characteristics Some inconsistency
U.S.: $4.20 — U.K.: N/A
87

WAVELL MADURO — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Conn Broadleaf — Length 5"
A black and brown cigar that burns well with a flaky, powdery ash It is nutty and sweet, showing hints of cocoa and cream A tasty cigar
U.S.: $4.50 — U.K.: N/A
87

SUPREME MADURO 300 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U S A /Conn Broadleaf — Length 6 3/4"
An oily wrapper on a well-balanced cigar Mild, light and fairly dry Lacks depth
U.S.: $4.45 — U.K.: N/A
86

EXCELLENTE — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 6 3/4"
A rustic wrapper Some tasters noted a loose draw on this cigar, which is grassy and rather leafy Some faint cream flavors were noted, but this cigar is dry and lacks depth
U.S.: $3 60 — U.K.: N/A
85

PANETELA — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 38
Wrapper U S A /Connecticut Shade — Length 7"
Some smooth and creamy flavors were noted in this slim cigar, along with some hints of youth Some inconsistency
U.S.: $2.90 — U.K.: N/A
85

SUPREME MADURO 200 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U S A /Conn Broadleaf — Length 5 3/4"
A mottled, dry and rustic wrapper This cigar burns well, showing some earthy, spicy qualities, while remaining rather mild A pleasant finish
U.S.: $3.90 — U.K.: N/A
85

SUPREME MADURO 500 — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Conn Broadleaf — Length 8"
This cigar is solid, but the wrapper is extremely rough It has a tough, tight draw The smoke has some sweet qualities, but it is rather flat
U.S.: $4.95 — U.K.: N/A
85

EXPRESO — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 35
Wrapper U S A /Connecticut Shade — Length 4 1/2"
An extremely light, veiny wrapper covers this small smoke It burns well, with a flaky ash The cigar shows some creamy qualities, but it lacks depth
U.S.: $2.50 — U.K.: N/A
84

FIGURADO — DOM. REP.
Filler Dom Rep
Binder Dom Rep — Ring Gauge 56
Wrapper U S A /Connecticut Shade — Length 6"
This thick figurado has an extremely rough and veiny wrapper The cigar is herbal and tangy, dominated by papery flavors Mild- to medium-bodied Some tasters noted a tight draw
U.S.: $6.25 — U.K.: N/A
84

MACANUDO

Made by General Cigar Holdings Inc
Distributed by General Cigar Holdings Inc
Purchase date September 1997 — Sold U S , U K , Germany

HYDE PARK MADURO — JAMAICA
Filler Dom Rep
Binder Mexico — Ring Gauge 49
Wrapper Mexico — Length 5 1/2"
A well-made maduro with an attractive, oily wrapper It is toasty and nutty, with lots of sweet cream flavor and hints of pepper A medium-bodied cigar
U.S.: $5.20 — U.K.: N/A
88

HAMPTON COURT — JAMAICA
Filler Dom Rep
Binder Mexico — Ring Gauge 42
Wrapper U S A /Connecticut Shade — Length 5 1/4"
A pretty but fragile wrapper It has a tight draw The smoke is medium- bodied and slightly sweet, with some grassy and sour flavors
U.S.: $4.95 — U.K.: £5.30
86

PORTOFINO — JAMAICA
Filler Dom Rep
Binder Mexico — Ring Gauge 34
Wrapper U S A /Connecticut Shade — Length 7"
A well-made lancero It's a nice, light smoke, with some wood and herbal flavors It lacks depth
U.S.: $4.95 — U.K.: £5.20
85

GC 006414

MACANUDO VINTAGE

Made by General Cigar Co
Distributed by General Cigar Co
Release date February 1997 Sold U S, U K (1993 vintage only)

VINTAGE 1979 NO. I — JAMAICA — 90
Filler Dom Rep, Jamaica, Mexico
Binder Mexico — Ring Gauge 49
Wrapper U S A /Connecticut Shade — Length 7 1/2"
A dark, somewhat rough wrapper with nice oils It has a peppery and earthy start, then warms up beautifully to show rich, toasty flavors around a spicy core A very tasty cigar
U.S.: $32.50 U.K.: N/A

VINTAGE 1988 NO. I — JAMAICA — 90
Filler Dom Rep, Jamaica, Mexico
Binder Mexico — Ring Gauge 49
Wrapper U S A /Connecticut Shade — Length 7 1/2"
A smooth, attractive wrapper This cigar burns well The smoke is smooth, mild and mellow, with a sweet spice flavor along with notes of balsa wood
U.S.: $14.00 U.K.: N/A

VINTAGE 1984 NO. I — JAMAICA — 88
Filler Dom Rep, Jamaica, Mexico
Binder Mexico — Ring Gauge 49
Wrapper U S A /Connecticut Shade — Length 7 1/2"
A pretty, smooth wrapper This cigar has an extremely flaky ash The smoke is smooth, with a strong cinnamon and nutmeg quality and some floral notes A pleasant finish
U.S.: $27.50 U.K.: N/A

VINTAGE 1988 NO. II — JAMAICA — 87
Filler Dom Rep, Jamaica, Mexico
Binder Mexico — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 6 9/16"
This is a well-rounded cigar Nicely made and slim, it burns well, showing smooth, toasty flavors Some inconsistency was noted in the draw
U.S.: $12.50 U.K.: N/A

VINTAGE 1984 NO. II — JAMAICA — 86
Filler Dom Rep, Jamaica, Mexico
Binder Mexico — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 6 9/16"
An oily, dark wrapper The cigar has a good draw, burning slow and even It is pleasant and light, with a sweet cream character and some leafy, green notes
U.S.: $24.75 U.K.: N/A

VINTAGE 1993 NO. XX — JAMAICA — 86
Filler Dom Rep, Jamaica, Mexico
Binder Mexico — Ring Gauge 44
Wrapper U S A /Connecticut Shade — Length 7"
A well-made cigar with an oily wrapper It is smooth and very mild, with some herbal flavors A light and dry finish It has an inconsistent draw
U.S.: $27.50 U.K.: N/A

VINTAGE 1993 NO. I — JAMAICA — 85
Filler Dom Rep, Jamaica, Mexico
Binder Mexico — Ring Gauge 49
Wrapper U S A /Connecticut Shade — Length 7 1/2"
An oily wrapper around a solid cigar It has an easy draw, but it burns slightly hot It has an herbal sweetness along with some notes of grass and hay
U.S.: $11.50 U.K.: £11.55

VINTAGE 1979 NO. II — JAMAICA — 85
Filler Dom Rep, Jamaica, Mexico
Binder Mexico — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 6 9/16"
A well-made, pretty cigar with an inconsistent draw It has some sweet and mild qualities, along with some sharp notes A short finish
U.S.: $29.50 U.K.: N/A

VINTAGE 1993 NO. II — JAMAICA — 83
Filler Dom Rep, Jamaica, Mexico
Binder Mexico — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 6 9/16"
Some soft spots This cigar has a heavy floral quality, along with some vegetal and woody notes Some inconsistency was noted in the draw
U.S.: $10.50 U.K.: £9.70

MONTECRISTO

Made by José Martí Factory (a k a H Upmann)
Distributed by Habanos S A
Box date January 1997 Sold Outside U S

NO. 2 — CUBA — 92
Filler Cuba
Binder Cuba — Ring Gauge 52
Wrapper Cuba — Length 6 1/8"
A well-made cigar that is strong and earthy It has a chalky, dry finish and some cedar notes Should improve with age
U.S.: N/A U.K.: £11.45

NO. 4 — CUBA — 85
Filler Cuba
Binder Cuba — Ring Gauge 42
Wrapper Cuba — Length 5"
Dark brown but extremely wrinkled, this cigar is flat at first but warms up to show rich and creamy flavors A flat finish Not terribly refined
U.S.: N/A U.K.: £6.40

MONTECRISTO

Made by Consolidated Cigar Corp
Distributed by Consolidated Cigar Corp
Purchase date September 1997 Sold United States

CORONA GRANDE — DOM. REP. — 91
Filler Dom Rep
Binder Dom Rep — Ring Gauge 46
Wrapper U S A /Connecticut Shade — Length 5 3/4"
This well-made cigar shines with oils and is well made It is steely, smooth and creamy, with lots of white pepper flavor and a pleasant kick of herbs on the palate Medium-bodied and pleasant
U.S.: $8.00 U.K.: N/A

GC 006415

CIGAR insider

MONTERO

Made by Tabacos Dominicanos S A (Tabadom)
Distributed by Tropical Tobacco Co
Purchased November 1996 Sold United States

TORO	DOM. REP.	Chocolate-brown, this cigar is medium-bodied and smooth Some herbal flavors were noted		88
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 50			
Wrapper Ecuador	Length 6"	U.S.: $5.25	U.K.: N/A	
CETRO	DOM. REP.	This attractive cigar is rich and creamy It burns well with a good draw		87
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 44			
Wrapper Ecuador	Length 6"	U.S.: $5.00	U.K.: N/A	
ROBUSTO	DOM. REP.	A rough wrapper This cigar has a dry taste, with a faint creaminess Mild		86
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 50			
Wrapper Ecuador	Length 5"	U.S : $4.75	U.K.: N/A	
TORPEDO	DOM. REP.	A firm trumpet shaped cigar with a tight draw It is creamy, with some harsh notes and a short finish		86
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 54			
Wrapper Ecuador	Length 7"	U.S.: $6.30	U.K.: N/A	
CHURCHILL	DOM. REP.	This cigar has a toasty, smooth quality, but it lacks depth Medium bodied with a dry finish		85
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 46			
Wrapper Ecuador	Length 6 7/8"	U.S.: $5.50	U.K.: N/A	

OLIVEROS

Made by Habanos Distributors Inc
Distributed by Habanos Distributors Inc
Release Date April 1996 Sold U S , Canada, Europe

CORONEL	DOM. REP.	This rustic cigar is brawny, leathery and bold, with hints of pepper Medium to full bodied		87
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 50			
Wrapper Indonesia	Length 7"	U.S. $5 05	U.K.: N/A	
CABALLEROS	DOM. REP.	This dark, oily cigar burns well The smoke is pleasantly toasty, but it lacks depth		86
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 38			
Wrapper Indonesia	Length 8"	U.S.: $4.65	U.K.: N/A	
TANGO	DOM. REP.	An odd-formed perfecto that burns well It is peppery, with some green notes Medium-bodied		85
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 50			
Wrapper Indonesia	Length 4"	U.S.: $5.40	U.K.: N/A	
TORO	DOM. REP.	An oily, veiny wrapper Earthy, with a grassy flavor and some harsh, chemical notes		84
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 50			
Wrapper Indonesia	Length 6 1/4"	U.S.: $4.95	U.K.: N/A	
DOS PEREZ	DOM. REP.	This cigar is very peppery, with hints of cedar and grass It burns a bit hot, with some herbal notes		82
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 42			
Wrapper Indonesia	Length 6 3/4"	U.S.: $4.90	U.K.: N/A	
MAESTRO	DOM. REP.	A well-made cigar It is green and herbal, with a sour finish A mild cigar		82
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 50			
Wrapper Indonesia	Length 6 1/4"	U.S.: $5.10	U.K.: N/A	
REYES	DOM. REP.	This cigar burns hot and harsh It has an ultra sweet cap, and a rough chemical flavor		82
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 42			
Wrapper Indonesia	Length 5 1/2"	U.S.: $4.85	U.K.: N/A	
LONGLADY	DOM. REP.	A small, coarse cigar with a saccharin sweet cap It is terribly rough on the palate Hard to smoke		77
Filler Dom Rep				
Binder Dom Rep	Ring Gauge 36			
Wrapper Indonesia	Length 5"	U.S.: $4.60	U.K.: N/A	

GC 006416

PADRÓN

Made by Padron Cigars Inc
Distributed by Padrón Cigars Inc
Purchase date Spring 1997 Sold United States

MAGNUM — NICARAGUA — 93
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 50
Length 9"
U.S.: $6.30 U.K.: N/A

A beautifully made cigar with a lush, oily wrapper It draws like a dream, loading the mouth with an array of complex flavors Hints of sweet coffee, leather and chocolate combine on the palate

3000 — NICARAGUA — 88
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 52
Length 5 1/2"
U.S.: $3.85 U.K.: N/A

A toothy, oily wrapper The cigar has thick smoke that has musky, earthy notes A medium-bodied cigar with some hints of spice

AMBASSADOR — NICARAGUA — 88
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 42
Length 6 7/8"
U.S.: $3.10 U.K.: N/A

A wonderfully crafted slim cigar with a dark, oily wrapper It has a fine draw, showing some light earthiness with sweet notes Surprising flavor in such a thin cigar

PALMA — NICARAGUA — 88
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 42
Length 6 5/16"
U.S.: $2.90 U.K.: N/A

A gorgeous, dark wrapper covers this cigar It is earthy, with lots of cinnamon and sugar qualities It will get better with age

2000 — NICARAGUA — 87
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 50
Length 5"
U.S.: $3.15 U.K.: N/A

A dark cigar with a solid bunch It is is toasty with some cocoa and caramel qualities, along with a leafy character It has a nice finish Some tasters noted a loose draw

CHURCHILL — NICARAGUA — 87
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 46
Length 6 7/8"
U.S.: $3.90 U.K.: N/A

Chocolate brown and well made, this cigar has a smooth, easy draw It is smooth, woody and sweet, with hints of fruit Pleasant

DELICIAS — NICARAGUA — 87
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 46
Length 4 7/8"
U.S.: $2.85 U.K.: N/A

This cigar is well made and has a fine draw The smoke is heavy, smooth and flavorful It has an earthy, floral quality

GRAND RESERVE — NICARAGUA — 87
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 41
Length 8"
U.S.: $4.50 U.K.: N/A

A long cigar with a soft tip It burns and draws well A very smooth smoke that's loaded with cocoa and caramel

LONDRES — NICARAGUA — 86
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 42
Length 5 1/2"
U.S.: $2.15 U.K.: N/A

A dark but dry wrapper This is a medium-bodied cigar with a good core of tobacco flavor There are some sweet cocoa flavors along with some harsh, metallic notes

PANETELA — NICARAGUA — 86
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 36
Length 6 7/8"
U.S.: $2.90 U.K.: N/A

This cigar burns unevenly It has some green flavors, but it develops a chocolate character along with citrus notes

EXECUTIVE — NICARAGUA — 85
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 50
Length 7 1/2"
U.S.: $5.00 U.K.: N/A

A good-looking cigar with an earthy, herbal flavor It lacks depth and has an inconsistent draw

CHICOS — NICARAGUA — 84
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 36
Length 5 1/2"
U.S.: $1.90 U.K.: N/A

This wrapper is a bit dry The cigar has a good draw and burn, showing herbal notes in the smoke with some hints of sweetness It has a short finish

PADRÓN 1964 ANNIVERSARY SERIES

Made by Padron Cigars Inc
Distributed by Padron Cigars Inc
Purchase date Spring 1997 Sold United States

DIPLOMATICO — NICARAGUA — 91
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 50
Length 7"
U.S.: $9.40 U.K.: N/A

This cigar has a dark, oily wrapper and is beautifully formed It burns well, showing smooth cocoa flavors and a hint of fruit A pleasant, medium-bodied cigar

EXCLUSIVO — NICARAGUA — 90
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 50
Length 5 1/2"
U.S.: $8.20 U.K.: N/A

A beautifully made corona gorda It has a good draw and even burn, showing a fine ash It has flavors of leather and plums Medium-bodied, smooth and rich

GC 006417

PYRAMIDE — NICARAGUA — 88
Filler Nicaragua
Binder Nicaragua — Ring Gauge 52
Wrapper Nicaragua — Length 6 7/8"
An interesting shape. This cigar is silky, dark and shiny. It has sweet fruit hints around a solid core of tobacco flavor.
U.S.: $11.50 U.K.: N/A

SUPERIOR — NICARAGUA — 88
Filler Nicaragua
Binder. Nicaragua — Ring Gauge 42
Wrapper Nicaragua — Length. 6 1/2"
This attractive cigar has a nice, even burn. It is sweet and smooth, with hints of toffee and chocolate. A pleasant smoke.
U.S.: $7.30 U.K.: N/A

CORONA — NICARAGUA — 84
Filler Nicaragua
Binder Nicaragua — Ring Gauge 42
Wrapper Nicaragua — Length 6"
This box-pressed cigar draws well. It is earthy and nutty, but it also has some dry, musty qualities.
U.S.: $6.80 U.K.: N/A

PARTAGAS

Made by Francisco Perez German Factory (a.k.a. Partagas)
Distributed by Habanos S.A.
Box date December 1996 — Sold Outside U.S.

SERIE D NO. 4 — CUBA — 94 — Humidor Selection
Filler Cuba
Binder Cuba — Ring Gauge 50
Wrapper Cuba — Length 4 7/8"
A red, alluring wrapper. It burns perfectly. Cedar and chocolate flavors and a nutty element create a full-bodied, complex smoke. A blockbuster that will improve with age.
U.S.: N/A U.K.: £8.90

LUSITANIA — CUBA — 90 — Humidor Selection
Filler Cuba
Binder Cuba — Ring Gauge 49
Wrapper Cuba — Length 7 5/8"
Solid as a rock, this oily, dark cigar has a firm draw. It burns unevenly, but it's loaded with pungent flavors, including leather. A full-bodied cigar.
U.S.: N/A U.K.: £13.60

CHURCHILL DE LUXE — CUBA — 86
Filler Cuba
Binder Cuba — Ring Gauge 47
Wrapper Cuba — Length 7"
A dark, box-pressed cigar. It shows a complex array of spice and wood flavors and a cedary finish, but it smacks of youth.
U.S.: N/A SWITZ.: 14 SF

PARTAGAS

Made by General Cigar Holdings Inc.
Distributed by General Cigar Holdings Inc.
Purchase date June 1996 — Sold United States

ROBUSTO — DOM. REP. — 92 — Humidor Selection
Filler Dom. Rep., Mexico
Binder Mexico — Ring Gauge 49
Wrapper Cameroon — Length 5"
This dark, toothy robusto has an oily sheen. Medium-bodied with a burnt, toasted flavor and a roasted spice finish.
U.S.: $4.70 U.K.: N/A

NATURALES — DOM. REP. — 90 — Best Buy
Filler Dom. Rep., Mexico
Binder Mexico — Ring Gauge 50
Wrapper Cameroon — Length 5 1/2"
A well-made cigar with a dark, toothy wrapper. It is packed with sweet cocoa and roasted coffee flavors. A rich, medium-bodied cigar with complex flavor.
U.S.: $5.10 U.K.: N/A

NO. 4 — DOM. REP. — 90 — Best Buy
Filler Dom. Rep., Mexico
Binder Mexico — Ring Gauge 38
Wrapper Cameroon — Length 5"
This dark, oily cigar is well made. It's medium-bodied, beginning with a touch of sweet vanilla and changing to an herbal, earthy smoke.
U.S.: $3.75 U.K.: N/A

NO. 10 — DOM. REP. — 90
Filler Dom. Rep., Mexico
Binder Mexico — Ring Gauge 49
Wrapper Cameroon — Length 7 1/2"
This rich, dark cigar has an incredible draw. Cedar and wood flavors pair with a sweet, spicy character and a hint of leather and roasted nuts. Complex, dark and rich.
U.S.: $5.95 U.K.: N/A

ALMIRANTE — DOM. REP. — 88
Filler Dom. Rep., Mexico
Binder Mexico — Ring Gauge 47
Wrapper Cameroon — Length 6 1/4"
An oily, olive-colored cigar that has a firm draw. It's medium bodied and a bit dry, showing a woody but somewhat flat character.
U.S.: $5.25 U.K.: N/A

ARISTOCRAT — DOM. REP. — 88
Filler Dom. Rep., Mexico
Binder Mexico — Ring Gauge 50
Wrapper Cameroon — Length 6"
This well-made belicoso draws and burns well. It's smooth, light and earthy, with a hint of sweet spices. Medium-bodied.
U.S.: $7.50 U.K.: N/A

HUMITUBE — DOM. REP. — 88
Filler Dom. Rep., Mexico
Binder Mexico — Ring Gauge 43
Wrapper Cameroon — Length 6 3/4"
A brawny, rustic cigar. The smoke is earthy and pungent, with a faint wood flavor. Medium-bodied.
U.S.: $5.75 U.K.: N/A

8-9-8 — DOM. REP. — 87
Filler Dom. Rep., Mexico
Binder Mexico — Ring Gauge 44
Wrapper Cameroon — Length 6 7/8"
Rustic and rugged, this cigar is smooth and sweet, with some toasted flavors. It has a very short finish, and a bit of a tang.
U.S.: $5.75 U.K.: N/A

GC 006418

FABULOSOS — DOM. REP. — 86
Filler Dom Rep, Mexico
Binder Mexico — Ring Gauge 52
Wrapper Cameroon — Length 7"
A dark, rustic wrapper. This cigar has a loose draw and a flaky ash. It is medium bodied, with harsh, hot notes.
U.S.: $6.50 — U.K.: N/A

NO. 1 — DOM. REP. — 85
Filler Dom Rep, Mexico
Binder Mexico — Ring Gauge 43
Wrapper Cameroon — Length 6 3/4"
This cigar has a perfect burn, but some tasters noted a tight draw. It is mild- to medium-bodied, but it lacks depth.
U.S.: $5.10 — U.K.: N/A

SABROSOS — DOM. REP. — 85
Filler Dom Rep, Mexico
Binder Mexico — Ring Gauge 44
Wrapper Cameroon — Length 5 7/8"
A rough, toothy wrapper. The cigar is sharp, flat and medium-bodied, with an inconsistent draw.
U.S.: $5.00 — U.K.: N/A

NO. 6 — DOM. REP. — 83
Filler Dom Rep, Mexico
Binder Mexico — Ring Gauge 34
Wrapper Cameroon — Length 6"
This dark cigar has an oily wrapper. It's toasty and woody with some harsh notes, along with a touch of fruit. Medium-bodied.
U.S.: $3.75 — U.K.: N/A

PLAYBOY BY DON DIEGO

Made by Consolidated Cigar Corp
Distributed by Consolidated Cigar Corp
Release date April 1997 — Sold United States

LEROY NEIMAN SELECTION — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 46
Wrapper U S A /Connecticut Shade — Length 6 3/4"
A shiny wrapper, but it's rough. It burns very well, with a smooth draw. It is creamy and easygoing. A pleasant, mild- to medium-bodied cigar.
U.S.: $500 (box of 25 only) — U.K.: N/A

PLEIADES RÉSERVE PRIVÉE 1991

Made by Tabacalera Palma S A
Distributed by Swisher International Group Inc
Release date January 1997 — Sold United States

PLUTON — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 5"
This cigar has a pale wrapper. It's medium-bodied, with a light core of sweet spices and a dry finish.
U.S.: $11.25 — U.K.: N/A

SIRIUS — DOM. REP. — 80
Filler Dom Rep
Binder Dom Rep — Ring Gauge 46
Wrapper U S A /Connecticut Shade — Length 6 7/8"
This yellow cigar is underfilled. There are strong flavors of hay and straw. A hot, harsh smoke.
U.S.: $10.75 — U.K.: N/A

PUNCH

Made by Fernando Roig Factory (a k a La Corona) unless otherwise noted
Distributed by Hasanos S A
Box date * — Sold Outside U S

DOUBLE CORONA — CUBA — 92
Filler Cuba
Binder Cuba — Ring Gauge 49
Wrapper Cuba — Length 7 5/8"
This chocolate brown cigar is rich, powerful and leathery, with a strong backbone of earthy flavors. It has a smooth draw. Complex and interesting. *December 1996
U.S.: N/A — U.K.: £13.10

CHURCHILL — CUBA — 90
Filler Cuba
Binder Cuba — Ring Gauge 47
Wrapper Cuba — Length 7"
A perfectly made cigar with a dark, oily wrapper. The draw is smooth. It is packed with medium- to full-bodied flavor. Earthy and nutty with a musky aroma and a nice finish. *June 1996
U.S.: N/A — U.K.: £11.55

PUNCH — CUBA — 90
Filler Cuba
Binder Cuba — Ring Gauge 46
Wrapper Cuba — Length 5 5/8"
A solid and silky cigar with superb construction. An excellent draw loads the palate with flavors. The smoke is rich and leathery, with a musky character. Made by Villa Clara 3 Factory. *February 1996
U.S.: N/A — U.K.: £8.55

CORONA — CUBA — 87
Filler Cuba
Binder Cuba — Ring Gauge 42
Wrapper Cuba — Length 5 1/2"
This box-pressed, well-made corona is rich and medium-bodied. Cedar and pepper flavors combine on the palate. A short finish. *September 1996
U.S.: N/A — U.K.: £7.00

ROYAL SELECTION NO. 12 — CUBA — 84
Filler Cuba
Binder Cuba — Ring Gauge 42
Wrapper Cuba — Length 5"
This cigar is silky, it burns well, but the draw is inconsistent. It tastes rather young, with some harsh notes, but it provides glimpses of flavor. A short finish. *June 1996
U.S.: N/A — SWITZ.: 740 SF

PUNCH

Made by Villazon & Co (a unit of General Cigar Holdings Inc)
Distributed by Villazon & Co
Release date September 1996 — Sold Alfred Dunhill

GRAN CRU TORPEDO — HONDURAS — 91
Filler Honduras
Binder Honduras — Ring Gauge 52
Wrapper Honduras — Length 6 1/8"
Superbly crafted, this cigar burns perfectly with an elegant draw. It loads the mouth with leathery and musky flavors. Rich, powerful and enticing, with a short finish.
U.S.: $8.95 — U.K.: N/A

GC 006419

CHATEAU L — HONDURAS — 87
Filler Honduras, Nicaragua, Dom Rep
Binder Honduras — Ring Gauge 52
Wrapper Ecuador — Length 7 1/2"
This wrapper is exceptionally oily and rich. The construction is a bit rough. It is earthy and peppery, with black coffee and leather flavors along with a tangy, sour quality that suggests youth. Fairly mild.
U.S.: $4.95 U.K.: N/A

GRAN CRU MONARCAS — HONDURAS — 85
Filler Honduras, Nicaragua, Dom Rep
Binder Honduras — Ring Gauge 48
Wrapper U S A /Connecticut Shade — Length 6 3/4"
This cigar is a bit soft and it has an easy draw bordering on loose. Some mild, herbal flavors and a few harsh notes.
U.S.: $7.50 U.K.: N/A

ROTHSCHILD — HONDURAS — 84
Filler Honduras, Nicaragua, Dom Rep
Binder Honduras — Ring Gauge 50
Wrapper Ecuador — Length 4 1/2"
This dark cigar has a rustic wrapper. It's a medium-bodied smoke, with a peppery, musky character. It's rather thin, and one-dimensional.
U.S.: $2.80 U.K.: N/A

PUROS INDIOS

Made by Puros Indios Cigars Inc
Distributed by Puros Indios Cigars Inc
Purchase date June 1997 — Sold United States

ROTHSCHILD MADURO — HONDURAS — 90 — BEST BUY
Filler Nicaragua, Dom Rep, Brazil
Binder Ecuador — Ring Gauge 50
Wrapper Ecuador — Length 5"
Oily, dark and solid, this cigar is packed with leather and chocolate flavors. There are some herbal characteristics to the smoke. Some tasters noted a firm draw.
U.S.: $3.90 U.K.: N/A

REGALOS

Made by Global Tobacco Corp
Distributed by Global Tobacco Corp
Release date September 1996 — Sold U S , Canada

TORPEDO — HONDURAS — 87
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 54
Wrapper Indonesia — Length 6 1/2"
A firm torpedo. It is toasty, rugged and earthy. A bit dry on the finish, but a nice cigar.
U.S.: $6.95 U.K.: N/A

CHURCHILL — HONDURAS — 85
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 47
Wrapper Indonesia — Length 7"
This cigar has a poorly formed cap. It is vegetal with a hint of sweet cedar flavor.
U.S.: $6.75 U.K.: N/A

CHURCHILL MADURO — HONDURAS — 85
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 47
Wrapper Indonesia — Length 7"
A rustic cigar with a soft tip. It is smooth, with a sweet, peppery character. A nice finish.
U.S.: $6 95 U.K.: N/A

ROBUSTO MADURO — HONDURAS — 85
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 50
Wrapper Indonesia — Length 5"
Rugged and rustic, this cigar is toasty and dry, with some light, herbal flavors.
U.S.: $5.50 U.K.: N/A

TORO MADURO — HONDURAS — 85
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 54
Wrapper Indonesia — Length 6"
A thick, brawny cigar with a rustic wrapper. It is smooth and mellow with some harsh notes.
U.S.: $7.25 U.K.: N/A

TORPEDO MADURO — HONDURAS — 85
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 54
Wrapper Indonesia — Length 6 1/2"
A coarse wrapper covers this cigar. It is smooth and sweet, with some odd, harsh flavors.
U.S.: $7.15 U.K.: N/A

LONSDALE — HONDURAS — 84
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 43
Wrapper Indonesia — Length 6"
This cigar has soft and hard spots. It is dirty and sour, with a burnt aroma. Some hints of spice were noted.
U.S.: $4.95 U.K.: N/A

ROBUSTO — HONDURAS — 84
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 50
Wrapper Indonesia — Length 5"
Dry straw and vegetal flavors combine on the palate with this cigar. It has a dry finish.
U.S.: $5.20 U.K.: N/A

TORO — HONDURAS — 84
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 54
Wrapper Indonesia — Length 6"
This cigar has some soft spots. The draw is inconsistent. Peppery and earthy flavors, but it lacks depth.
U.S.: $6.50 U.K.: N/A

PRESIDENTE — HONDURAS — 81
Filler Hon , Nic
Binder Dom Rep — Ring Gauge 52
Wrapper Indonesia — Length 8 1/2"
A dark but rustic wrapper. The cigar has a firm draw, showing musky and peppery smoke.
U.S.: $7.95 U.K.: N/A

GC 006420

ROMEO Y JULIETA

Made by N/A
Distributed by Habanos S A
Purchase date December 1996 Sold Outside U S

BELICOSO — CUBA — 90
Filler Cuba
Binder Cuba — Ring Gauge 52
Wrapper Cuba — Length 5 1/2"
This well-crafted belicoso burns perfectly It is robust and powerful, with hints of fruit and bold tobacco flavor A chalky finish
U.S.: N/A U.K.: £9.80

EXHIBICIÓN NO. 4 — CUBA — 89
Filler Cuba
Binder Cuba — Ring Gauge 48
Wrapper Cuba — Length 5"
Oily, veiny and well made It is strong, peppery and bold A full-bodied cigar with lots of spice and a powerful earthy character
U.S.: N/A U.K.: £7.70

CHURCHILL — CUBA — 85
Filler Cuba
Binder Cuba — Ring Gauge 47
Wrapper Cuba — Length 7"
This gorgeous, dark cigar has prominent veins, but it's impeccably rolled The smoke is heavy, with earthy, barnyard flavors and hints of cocoa, but there's an unmistakable smack of youth
U.S.: N/A U.K.: £12.00

CEDROS DE LUXE NO. 1 — CUBA — 86
Filler Cuba
Binder Cuba — Ring Gauge 42
Wrapper Cuba — Length 6 1/2"
This is a strong cigar with some roasted coffee flavors It has a very dry finish and tastes a bit young
U.S.: N/A U.K.: £8.55

SAINT LUIS REY

Made by Briones Montoto Factory (a k a Romeo y Julieta)
Distributed by Habanos S A
Box date December 1996 Sold Outside U S

SERIE A — CUBA — 90
Filler Cuba
Binder Cuba — Ring Gauge 46
Wrapper Cuba — Length 5 5/8"
This cigar is earthy, with soft flavors of light wood and herbs Toasty and sweet, with a pleasant finish
U.S.: N/A SWITZ.: 10 SF

SANCHO PANZA

Made by N/A
Distributed by Habanos S A
Box date Late 1996/Early 1997 Sold Outside U S

BELICOSO — CUBA — 91
Filler Cuba
Binder Cuba — Ring Gauge 52
Wrapper Cuba — Length 5 1/2"
Smooth and oily, but with some soft spots It loads the mouth with thick smoke that teems with rich coffee flavors and hints of cedar and sweet fruit A pleasant but short finish Will blossom with age
U.S.: N/A SWITZ.: 9.60 SF

MOLINAS — CUBA — 90
Filler Cuba
Binder Cuba — Ring Gauge 42
Wrapper Cuba — Length 6 1/2"
Well made, with a smooth wrapper The draw is perfect, filling the mouth with opulent, earthy smoke There are hints of cocoa, cinnamon and wood, with a slight tang on the palate
U.S.: N/A SPAIN: 580 PTA

SAVINELLI ELR

Made by Tabacalera A Fuente y Cia
Distributed by Savinelli Inc
Purchase date August 1997 Sold United States

CHURCHILL — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper U S A /Connecticut Shade — Length 7 1/4"
A beautifully made cigar with a good draw It's mild and sweet, with cedar and pepper highlights and a short finish Some sour flavors were also noted
U.S.: $9.25 U.K.: N/A

ROBUSTO — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 49
Wrapper U S A /Connecticut Shade — Length 5"
An oily wrapper The cigar has a perfect draw It has hints of burnt vanilla and coffee on the palate, along with some soup notes A mild and easygoing cigar
U.S.: $7.50 U.K.: N/A

LONSDALE — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 43
Wrapper U S A /Connecticut Shade — Length 6 1/4"
Solid and silky This light and herbal cigar has a balsa wood character It is mild and faintly sweet
U.S.: $7.25 U.K.: N/A

XTRA ORDINAIRE — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper U S A /Connecticut Shade — Length 5 1/2"
Well made, with an oily wrapper The cigar has a smooth, easy draw It has a flinty, leafy character, along with some herbal, nutty notes It lacks depth
U.S.: $7.00 U.K.: N/A

CORONA EXTRA — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep — Ring Gauge 46
Wrapper U S A /Connecticut Shade — Length 6 5/8"
Some rough spots on this cigar The sweet cream flavor also has a gassy, youthful quality It has a short finish
U.S.: $8.00 U.K.: N/A

DOUBLE CORONA — DOM. REP. — 84
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
This well-made cigar burns fast and hot It has a dry, leafy character on the palate that obscures the cream and nut flavors of the cigar It lacks depth

GC 006421

SAVINELLI ORO 750

Made by La Aurora S A
Distributed by Savinelli Inc
Release date June 1997 — Sold United States, Caribbean, Mexico

ROBUSTO — DOM. REP. — 90 — Humidor Selection
Filler Dom Rep
Binder Dom Rep — Ring Gauge 50
Wrapper Indonesia — Length 5"
A dark, smooth wrapper It has a perfect draw and an even burn, delivering rich, toasted flavors Hints of caramel and anise combine for a tasty smoke with few harsh notes
U.S.: $7.00 — U.K.: N/A

CHURCHILL — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 47
Wrapper Indonesia — Length 7"
This cigar has a dark, rich wrapper It has an even burn and a tangy, peppery flavor
U.S.: $7.00 — U.K.: N/A

CORONA — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 42
Wrapper Indonesia — Length 5 9/16"
This attractive cigar is mild Pleasant notes of cinnamon pair with white pepper on the palate, along with some green, herbal notes Lacks depth
U.S.: $5.90 — U.K.: N/A

LONSDALE — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
Wrapper Indonesia — Length 6 1/2"
The wrapper on this cigar has a dull, gray pallor It is tasty, smooth and mild, with cream and sweet spice notes Some grassy flavors were also noted
U.S.: $6.50 — U.K.: N/A

CORONA GORDA — DOM. REP. — 84
Filler Dom Rep
Binder Dom Rep — Ring Gauge 48
Wrapper Indonesia — Length 6 3/8"
A dark, veiny cigar There are faint notes of almond, pepper and cocoa, but it has a dry finish Some inconsistency was noted in the burn and draw
U.S.: $6.75 — U.K.: N/A

TABACALERA

Made by La Flor de la Isabela
Distributed by Mike's Cigars Distributors Inc
Purchase date March 1997 — Sold United States

PYRAMID — PHILIPPINES — 86
Filler Philippines
Binder Philippines — Ring Gauge 52
Wrapper Philippines — Length 6"
This squat belicoso has a decent draw and burn, with sweet, earthy flavors A short finish
U.S.: $2.75 — U.K.: N/A

ROBUSTO — PHILIPPINES — 86
Filler Philippines
Binder Philippines — Ring Gauge 50
Wrapper Philippines — Length 5"
A wrinkled, poorly stretched wrapper This cigar is earthy and very herbal Some inconsistency
U.S.: $2.65 — U.K.: N/A

PANETELA — PHILIPPINES — 85
Filler Philippines
Binder Philippines — Ring Gauge 37
Wrapper Philippines — Length 5"
A well-made cigar with a touch of sweet spices, but it tastes gummy and young
U.S.: $1.55 — U.K.: N/A

HALF CORONA — PHILIPPINES — 84
Filler Philippines
Binder Philippines — Ring Gauge 37
Wrapper Philippines — Length 4"
A coarse, dark wrapper It has peppery smoke with some spunky, sharp notes Not complex
U.S.: $1.60 — U.K.: N/A

CORONA LARGA ESP. — PHILIPPINES — 84
Filler Philippines
Binder Philippines — Ring Gauge 47
Wrapper Philippines — Length 8"
A streaked wrapper Mild, woody and easygoing, with a hint of sweetness
U.S.: $2.70 — U.K.: N/A

DOUBLE CORONA — PHILIPPINES — 84
Filler Philippines
Binder Philippines — Ring Gauge 50
Wrapper Philippines — Length 8 1/2"
Big, rough and solid, with hints of spices, plus a distinct earthy character Some harshness
U.S.: $2.75 — U.K.: N/A

CORONA — PHILIPPINES — 84
Filler Philippines
Binder Philippines — Ring Gauge 42
Wrapper Philippines — Length 5 1/2"
Beautifully made, with a nice draw and burn It tastes flat, with sharp, musky flavors
U.S.: $2.15 — U.K.: N/A

CORONA LARGA — PHILIPPINES — 84
Filler Philippines
Binder Philippines — Ring Gauge 44
Wrapper Philippines — Length 6 1/2"
A big cigar with a dark, toothy wrapper Herbal, dry and woody, but it lacks depth
U.S.: $2.50 — U.K.: N/A

TAMBORIL SUMATRA

Made by Tamboril Cigar Co
Distributed by Tamboril Cigar Co
Release date August 1996 — Sold United States

CORONITA — DOM. REP. — 88
Filler Dom Rep
Binder Dom Rep — Ring Gauge 44
A medium-bodied cigar with hints of nutmeg and mushrooms, and a touch of youth

GC 006422

ROBUSTO — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep
Wrapper Indonesia
Ring Gauge 52
Length 5"
This is a dry, light cigar. Smooth, with a toasted nut flavor and a dry, herbal finish.
U.S.: $6.00 U.K.: N/A

TORPEDO — DOM. REP. — 87
Filler Dom Rep
Binder Dom Rep
Wrapper Indonesia
Ring Gauge 54
Length 6 1/2"
A well-made belicoso with a dark wrapper. It's pleasantly spicy with a touch of youth.
U.S.: $8.00 U.K.: N/A

CHURCHILL — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep
Wrapper Indonesia
Ring Gauge 47
Length 7"
A rustic wrapper covers this cigar. It has an easy draw. Some vegetal notes suggest youth.
U.S.: $7.00 U.K.: N/A

DIABLO — DOM. REP. — 86
Filler Dom Rep
Binder Dom Rep
Wrapper Indonesia
Ring Gauge 47
Length 7"
A well-made perfecto. It's leafy, but shows some earthy flavor. Medium-bodied.
U.S.: $8.00 U.K.: N/A

CORONA — DOM. REP. — 85
Filler Dom Rep
Binder Dom Rep
Wrapper Indonesia
Ring Gauge 44
Length 6"
A rustic cigar with a pleasant, toasty quality. Medium-bodied. Some tasters noted a loose draw.
U.S.: $5.00 U.K.: N/A

TE-AMO

Made by: Consolidated Cigar Corp
Distributed by: Consolidated Cigar Corp
Release date: April 1997 Sold: United States

PURITO — MEXICO — 83
Filler Mexico
Binder Mexico
Wrapper Mexico
Ring Gauge 30
Length 4 7/8"
A dark and rustic little cigar. It burns slightly fast, showing earthy and somewhat dirty flavors. Peppy, with some sour hints.
U.S.: $9.00 (tin of 9) U.K.: N/A

THOMAS HINDS CABINET SELECTION—NICARAGUA

Made by: Tabacalera Agroindustrial de Nicaragua (Tainsa)
Distributed by: Hinds Brothers Tobacco International Ltd
Release date: August 1997 Sold: United States, Canada

SHORT CHURCHILL — NICARAGUA — 87
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 50
Length 6"
This dark, rich cigar is medium-bodied. It's brawny, earthy and flavorful, with some harsh notes.
U.S.: $5.45 Canada: C$8.45

LONSDALE — NICARAGUA — 86
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 43
Length 7"
A well-made cigar with a very dark wrapper. It burns and draws well, showing some rich, leathery flavors and some vegetal hints. Some sweet flavors were also noted.
U.S.: $4.45 Canada: C$7.95

CHURCHILL — NICARAGUA — 85
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 49
Length 7"
A rustic, dark cigar. It has a firm draw and delivers hints of sweet fruit and coffee. It finishes rather flat.
U.S.: $5.70 Canada: C$8.50

CORONA — NICARAGUA — 85
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 42
Length 5 1/2"
This solid cigar is earthy. Flavors of rich cedar and some harsh notes pair on the palate. Box age would improve this smoke.
U.S.: $3.95 Canada: C$6.90

CORONA GRANDE — NICARAGUA — 84
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 44
Length 6"
A dark, oily and veiny wrapper covers this cigar. The medium-bodied smoke has hints of burnt wood and cinnamon, but it finishes short.
U.S.: $5.20 Canada: C$8.20

ROBUSTO — NICARAGUA — 84
Filler Nicaragua
Binder Nicaragua
Wrapper Nicaragua
Ring Gauge 50
Length 5"
A dark, solid robusto. It has an easy draw. The smoke is heavy and earthy, with some cocoa and coffee bean flavors and a slightly sour finish.
U.S.: $4.95 Canada: C$7.90

TOPPER GRANDE

Made by: Nica Habanos Cigars S.A.
Distributed by: Topper Cigar Co
Release date: May 1997 Sold: United States

TORO — NICARAGUA — 87
Filler Nicaragua
Binder Nicaragua
Wrapper Indonesia
Ring Gauge 50
Length 6"
This solid cigar has chocolate and roasted coffee flavors. Medium-bodied with a sweet spice finish.
U.S.: $4.95 U.K.: N/A

GC 006423

ROBUSTO — NICARAGUA — 86
Filler Nicaragua
Binder Nicaragua — Ring Gauge 50
Wrapper Indonesia — Length 4 1/2"
Smooth and toasty, with sweet wood flavors and some dry elements
U.S.: $4.75 — U.K.: N/A

CHURCHILL — NICARAGUA — 83
Filler Nicaragua
Binder Nicaragua — Ring Gauge 50
Wrapper Indonesia — Length 7"
The thick smoke from this cigar has some cedar and floral flavors, but it's a bit flat
U.S.: $5.10 — U.K.: N/A

LONSDALE — NICARAGUA — 83
Filler Nicaragua
Binder Nicaragua — Ring Gauge 43
Wrapper Indonesia — Length 6 1/2"
A rough cigar It's earthy and musty, with some odd notes It has a tight draw
U.S.: $4.85 — U.K.: N/A

V CENTENNIAL 500 SERIES

Made by CigarExport, C X A
Distributed by Tropical Tobacco Inc
Release date October 1997 — Sold United States

NUMERO DOS — DOM. REP. — 92 — Humidor Selection
Filler Dom Rep, Hon, Nic
Binder Mexico — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 6"
A solid cigar It draws perfect, with a light, earthy flavor It has a dry, toasty finish
U.S.: $7.20 — U.K.: £6.55

ROBUSTO — DOM. REP. — 90 — Humidor Selection
Filler Dom Rep, Hon, Nic
Binder Mexico — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 5"
Firm and well made, this cigar is herbal and woody A pleasant finish
U.S.: $6.00 — U.K.: £5.45

CETRO — DOM. REP. — 89
Filler Dom Rep, Hon, Nic
Binder Mexico — Ring Gauge 44
Wrapper U S A /Connecticut Shade — Length 6 1/4"
An oily cigar It is soft and sweet, with pleasant, mild flavors
U.S.: $6.00 — U.K.: £5.45

CHURCHILL — DOM. REP. — 88
Filler Dom Rep, Hon, Nic
Binder Mexico — Ring Gauge 48
Wrapper U S A /Connecticut Shade — Length 7"
A light wrapper on a well-made cigar Is has a spicy, peppery kick and a smooth finish
U.S.: $8.40 — U.K.: £7.60

PRESIDENTE — DOM. REP. — 87
Filler Dom Rep, Hon, Nic
Binder Mexico — Ring Gauge 50
Wrapper U S A /Connecticut Shade — Length 8"
Solid, smooth and golden brown It has a pleasant kick, with a toasty, earthy character
U.S.: $9.20 — U.K.: £8.35

TORPEDO — DOM. REP. — 87
Filler Dom Rep, Hon, Nic
Binder Mexico — Ring Gauge 54
Wrapper U S A /Connecticut Shade — Length 7"
Solid and well made It has a strong, woody flavor, with a kick of pepper A hearty cigar
U.S.: $9.60 — U.K.: £8.75

NUMERO UNO — DOM. REP. — 84
Filler Dom Rep, Hon, Nic
Binder Mexico — Ring Gauge 38
Wrapper U S A /Connecticut Shade — Length 7 1/2"
A veiny, yellow wrapper with no oils The cigar has flavors of grass and herbs Needs age
U.S.: $7.20 — U.K.: £6.55

VEGAS ROBAINA

Made by Jose Marti Factory (a k a H Upmann)
Distributed by Habanos S A
Release date May 1997 — Sold Spain

UNICOS — CUBA — 91 — Humidor Selection
Filler Cuba
Binder Cuba — Ring Gauge 52
Wrapper Cuba — Length 6 1/8"
A gritty but dark torpedo It burns slow, with thick, heavy smoke It's strong and peppery, with caramel and coffee flavors and a woody character A brawny, tasty cigar
U.S.: N/A — Spain: 915 pta

CLASICO — CUBA — 90 — Humidor Selection
Filler Cuba
Binder Cuba — Ring Gauge 42
Wrapper Cuba — Length 6 1/2"
This box-pressed lonsdale has a rich, dark wrapper It's a medium-bodied smoke, with hints of burnt toast and vanilla A cedary finish
U.S.: N/A — Spain: 800 pta

FAMOSOS — CUBA — 90 — Humidor Selection
Filler Cuba
Binder. Cuba — Ring Gauge 48
Wrapper Cuba — Length 5"
Solid and oily, this robusto has an enticing wrapper It draws perfectly, loading the mouth with hints of leather, coffee and cedar, but it's not strong A rich, medium-bodied cigar
U.S.: N/A — Spain: 610 pta

DON ALEJANDRO — CUBA — 89
Filler Cuba
Binder Cuba — Ring Gauge 49
Wrapper Cuba — Length 7 5/8"
A dark, alluring wrapper with perfect texture The smoke is heavy, earthy and powerful There are hints of burnt spice and leather, but it's rough A young cigar that needs box-age
U.S.: N/A — Spain: 1,200 pta

FAMILIAR — CUBA — 87
Filler Cuba
Binder Cuba — Ring Gauge 42
A veiny, rough wrapper It has an inconsistent draw, but delivers powerful flavors An earthy, pungent cigar with hints of pepper and fruit A small cigar that packs a punch

GC 006424

V.M. SANTANA

MADE AND DISTRIBUTED BY TABACALERA CONTRERAS CIGAR CO
RELEASE DATE JUNE 1996 SOLD UNITED STATES

ROBUSTO (SUMATRA) DOM. REP.
FILLER DOM REP
BINDER DOM REP
WRAPPER INDONESIA
RING GAUGE 50
LENGTH 5"
A BEAUTIFUL, OILY WRAPPER A MEDIUM-BODIED CIGAR WITH PLEASANT FLAVORS, INCLUDING COCOA
88
U.S.: $4.75 U.K.: N/A

CHURCHILL (CONN.) DOM. REP.
FILLER DOM REP
BINDER DOM REP
WRAPPER U S A /CONNECTICUT SHADE
RING GAUGE 50
LENGTH 7"
A WELL-MADE CIGAR WITH A GOLDEN BROWN WRAPPER NUTTY AND MILD, WITH SOME FLORAL NOTES
87
U.S.: $6.35 U.K.: N/A

ROBUSTO (CONN.) DOM. REP.
FILLER DOM REP
BINDER DOM REP
WRAPPER U S A /CONNECTICUT SHADE
RING GAUGE 50
LENGTH 5"
THIS WELL-MADE CIGAR HAS A VEINY, OILY WRAPPER IT IS CREAMY, SMOOTH AND RICH, WITH A SLIGHT TANG
87
U.S.: $5.20 U.K.: N/A

CHURCHILL (SUMATRA) DOM. REP.
FILLER DOM REP
BINDER DOM REP
WRAPPER INDONESIA
RING GAUGE 50
LENGTH 7"
THIS IS A WELL-MADE CIGAR, WITH A DARK, COARSE WRAPPER IT HAS A TOASTY, WOODY QUALITY
87
U.S.: $5.80 U.K.: N/A

LONSDALE (CONN.) DOM. REP.
FILLER DOM REP
BINDER DOM REP
WRAPPER U S A /CONNECTICUT SHADE
RING GAUGE 44
LENGTH 6"
THIS CIGAR IS BEAUTIFULLY MADE, BUT IT LACKS DEPTH IT HAS CREAMY FLAVORS ALONG WITH SOME ODD NOTES
86
U.S.: $4.75 U.K.: N/A

PYRAMID (CONN.) DOM. REP.
FILLER DOM REP
BINDER DOM REP
WRAPPER U S A /CONNECTICUT SHADE
RING GAUGE 54
LENGTH 6"
THIS PYRAMID HAS SWEET FLAVORS AND A PAPERY, LEAFY QUALITY SOME TASTERS NOTED A LOOSE DRAW
86
U.S.: $6.60 U.K.: N/A

LONSDALE (SUMATRA) DOM. REP.
FILLER DOM REP
BINDER DOM REP
WRAPPER INDONESIA
RING GAUGE 44
LENGTH 6"
A TASTY CIGAR WITH SOME PLEASANT SWEET SPICES, BUT IT SUFFERS FROM A VERY TIGHT DRAW
84
U.S.: $4.65 U.K.: N/A

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52FXO

GC 006425

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 05

PENGAD-Bayonne, N.J.
DEFENDANT'S EXHIBIT
82
6/6/00

... lo llamaremos COHIBA

Leyenda de un Placer

ADARGELIO GARRIDO DE LA GRANA

P2250

Las manos de las fotos de cubierta y portadillas interiores pertenecen a Norma Fernández Sastre, torcedora de la fábrica El Laguito desde 1967, quien durante 16 años confeccionó los habanos del Comandante en Jefe Fidel Castro Ruz.

... lo llamaremos

Leyenda de un Placer

P2251

Adargelio Garrido de la Grana, (Cárdenas, Matanzas, 1958) es graduado de la Facultad de Derecho (1982) de la Universidad de La Habana. Se ha especializado en Derechos de la Propiedad Industrial. Actualmente es Secretario General de la Corporacion Habanos S.A. y apoderado de la Empresa Cubana del tabaco (Cubatabaco). Ha presentado ponencias sobre las denominaciones de origen y las marcas en diferentes reuniones organizadas por la Organizacion Mundial de la Propiedad Intelectual (OMPI). Es autor de diversos trabajos publicados sobre la proteccion de las denominaciones de origen tabacaleras cubanas.

... lo llamaremos

Leyenda de un Placer

ADARGELIO GARRIDO DE LA GRANA.

Habanos s.a.

Habanos S.A. La Habana. 1997

P2253

[illegible]ICIÓN: Mayra Díaz Arango
[illegible]ÓN: Leonel Nodal Álvarez
[illegible]CO: Carlos Espinosa Vega
[illegible]: Ernesto Elizarán Vázquez
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P2254

A Celia Sánchez Manduley

P2255

Mis agradecimientos para:

P2256

Mi familia que tanto apoyó y supo esperar pacientemente
el fin de este reto;
Antonio Núñez Jiménez, quien aceptó
gustoso hacer el prólogo;
todos los compañeros de Habanos S.A.
que desde un principio apoyaron y estimularon este empeño;
Chicho, Eduardo, Emilia, Avelino y a todas las restantes personas
que permitieron reconstruir el pasado;
Mayra Díaz y Leonel Nodal que posibilitaron vestir de gala esta obra;
Coprova, Seita, Coiba S.A y Cita
por la información suministrada;
todo el personal de Premium Publicity S.A.
que logró hacer de este anhelo una realidad;
todos aquellos que de una forma u otra siempre estuvieron
prestos a tender la mano
en el momento preciso

P2257

P2258

Indice

Prólogo / XI

Motivación / 3

Un antecedente casual / 9

Un sueño hecho realidad / 27

Lo llamaremos COHIBA / 41

¿Casa de los Misterios? / 51

Primeros pasos de una nueva marca / 63

Evolución de la imagen gráfica / 73

La estrategia del éxito / 83

El placer de las Estrellas / 143

Bibliografía / 157

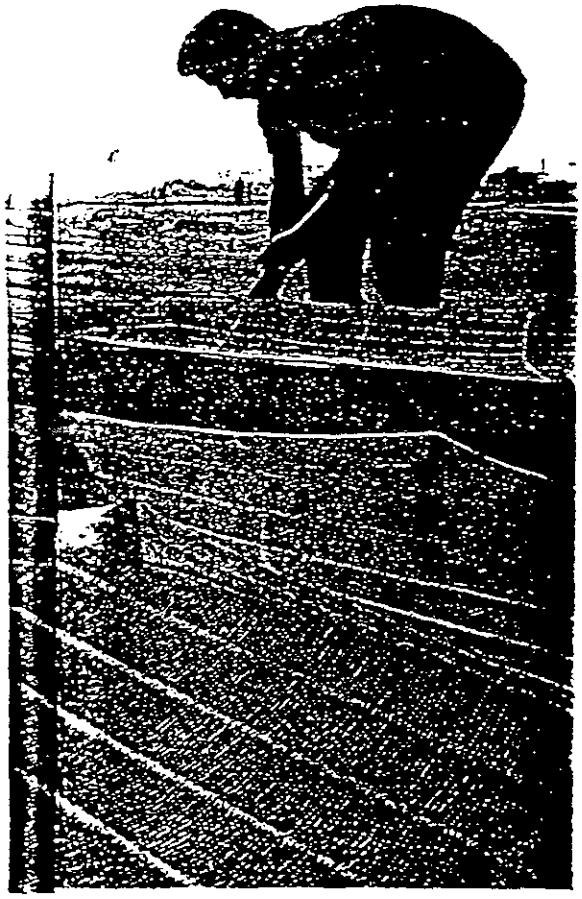
P2259

P2260

Prólogo

Don especial a Cuba concedido,
Planta preciosa que jamás lograra
En ninguna región, en ningún clima
La tierra producir, mas, envidia
Do quiera y apetecida, el orbe entero
En mil mares de reinos diferentes
Cual tributario corre a estas arenas
En pos del fruto de mayor valía

Narciso de Foxa



Cohiba, sonora y clara voz de los indios araguacos, nombre y concepto aborigen asociado al placer y el embrujo de la Solanácea, al rito de la magia del brujo de la tribu y a la medicina verde ancestral de los taínos

Los marinos de las carabelas castellanas bajo el mando del nauta Cristóbal Colón, se impresionaron al recorrer la tierra del cacicazgo de Maniabón, en la boscosa región oriental de Cuba, cuando hallaron los dos cristianos por el camino mucha gente que atravesaba a sus pueblos, mujeres y hombres con un tizón en las manos, yerbas para tomar sus sahumerios que acostumbraban, *según testimonio en su Diario el mismísimo Almirante de la Mar Océano.*

Los europeos habían descubierto, en aquel año de 1492, para sí lo que los indios de América conocían y usaban desde milenios atrás: el tabaco!

Qué lejos estaba de la mente de los marinos de Cristóbal Colón que la hoja deliciosa y aromática se extendería por todo el orbe y cambiaría la economía de los más poderosos países del Viejo Mundo, no obstante las iniciales prohibiciones de las reales cédulas de reyes, de los ukases de zares, de las anatemas de pontífices romanos y las órdenes de sultanes del imperio arábigo

(...)el soldado español vaya a la guerra
(...)derrotará al calmuco y al cosaco,
si no le faltan pólvora y tabaco
(Bretón de los Herreros)

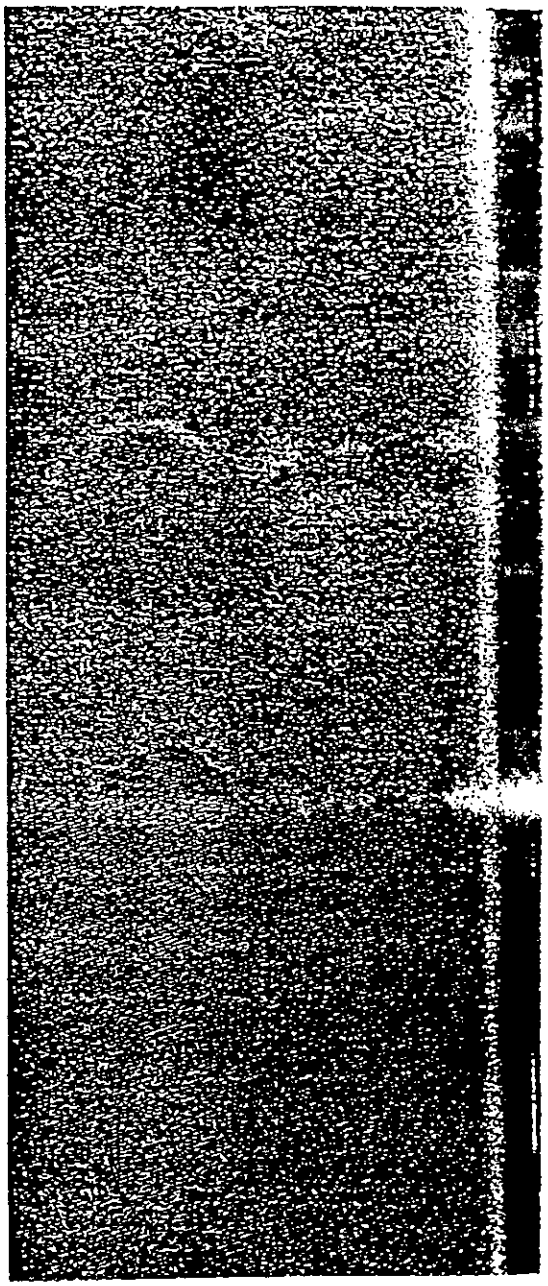
Otro bardo criollísimo, Manuel Justo Rubalcaba canto a la universalidad del Habano:

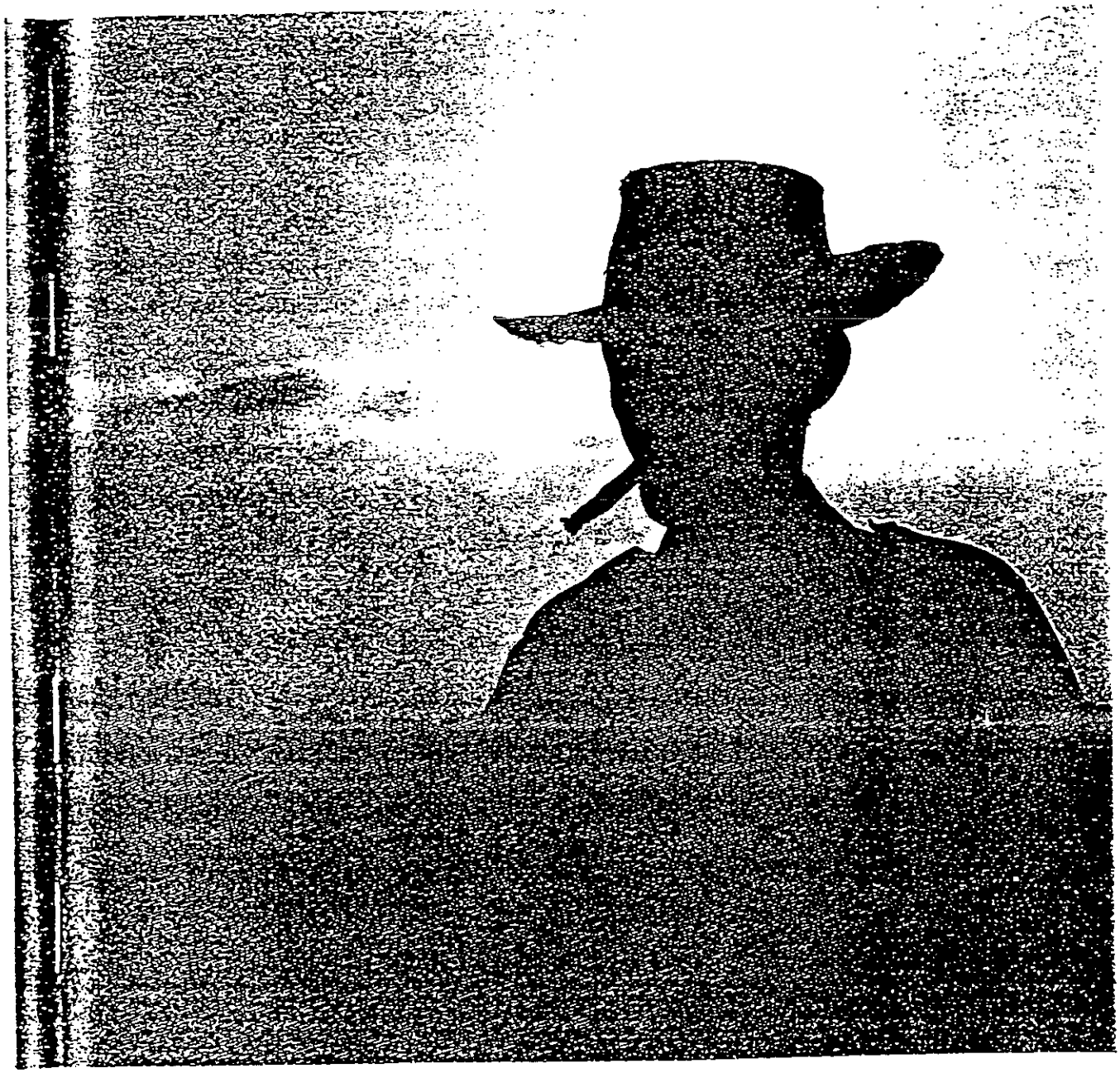
Tanto gusta en la Iberia
como en la segregada Lusitania:
en la Nueva Hesperia,
felicita y alegra
al chino, al blanco y a la gente negra.

Sobre las voces indocubanas tabaco y cohiba, es Fray Bartolomé de las Casas quien en su libro Historia de las Indias, *escribe:*

Estos mosquetes *(el tizón)* llaman ellos *(los indios)* tabaco, *pero algo diferente opina el cronista Fernández de Oviedo al afirmar que el aparato que usaban los aborígenes para inhalar* llaman los indios tabaco, e no a hierva o sueño que les toma, *aunque en otra parte de su obra escribe que los aborígenes llamaban lo mismo al inhalador que al* manojo de tabacos, *por lo que es de suponer que cohiba y tabaco pudieran ser dos plantas diferentes; además es bueno recordar que cohiba, además de un aparato inhalador era un rito y un polvo alucinógeno tal vez mezclado con tabaco.*

La industria del tabaco se hace arte no sólo en la vitola, que de generación en generación es embellecido en su oscuro cuerpo, y que del rabo de cochino *pasa a la* perilla *de forma redondeada; de su fuste desnudo pasa a ser anillado con bella cinta; del manojo envuelto en papel se le deposita en un hermoso estuche de cedro aromático que se recubre con vistosas litografías multicolores donde brilla el oro, y junto a todos estos engalanamientos, la historia da especial connotación al tabaco por las luchas de sus artífices por crear una conciencia nacional. Al estanco o monopolio implantado por el Rey, que frenaba el desarrollo a las fuerzas productivas, había que abolirlo y por esto se rebelaron los aguerridos vegueros de Vuelta Abajo.*





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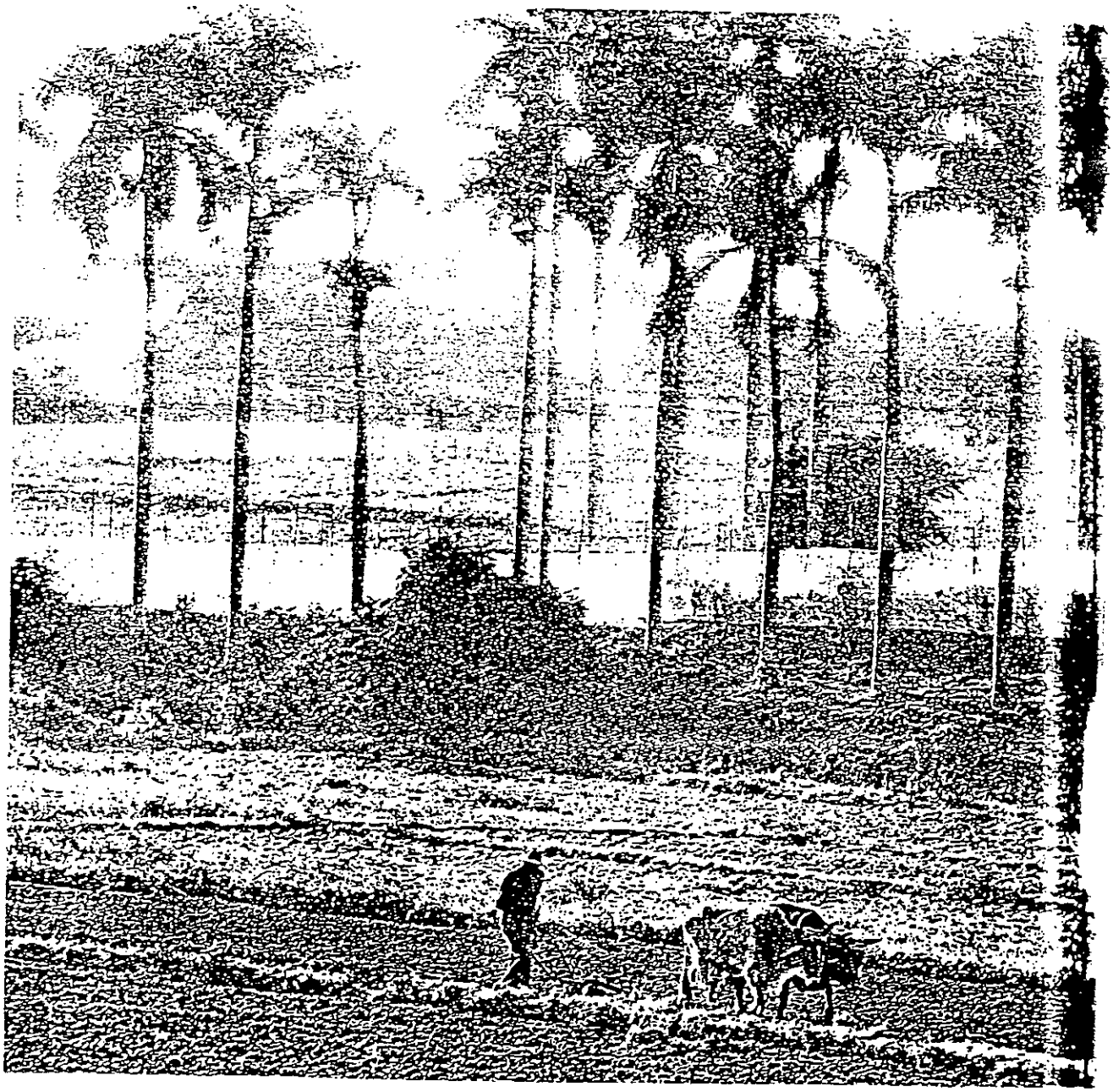

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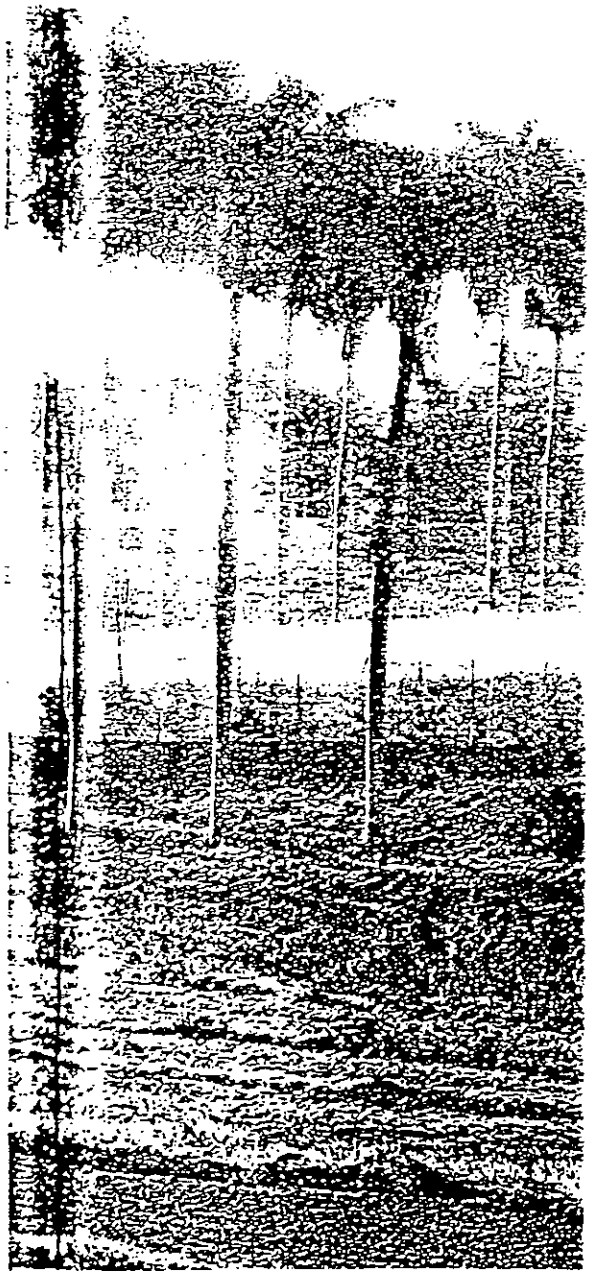


También en la cultura nacional es importante destacar la institución del lector de tabaquería.

La incesante evolución del tabaco y de sus vitolas y marcas, desde el tizón visto originalmente en Maniabón por Luis de Torres y Rodríguez de Xerez, se convierte, cinco siglos después, en la marca COHIBA: *la más lujosa y la de más calidad. De esta secular creación trata este libro que HABANOS S.A., pone en manos de los lectores. Por sus páginas conocemos de la génesis de la obra maestra de la industria tabacalera de Cuba, donde se cruzan y recruzan personas salidas de las entrañas más populares: Eduardo Rivera, el creador; Bienvenido Pérez Salazar* (Chicho), *quien lo colocó en manos del Héroe del Moncada; Celia, quien le da nombre propio a la nueva marca, y Fidel, el Comandante en Jefe, que puso su poder en hacer posible la fábrica y la exaltación del COHIBA a los planos más altos, típico producto que honra al obrero de la tierra que produce el mejor tabaco del mundo.*

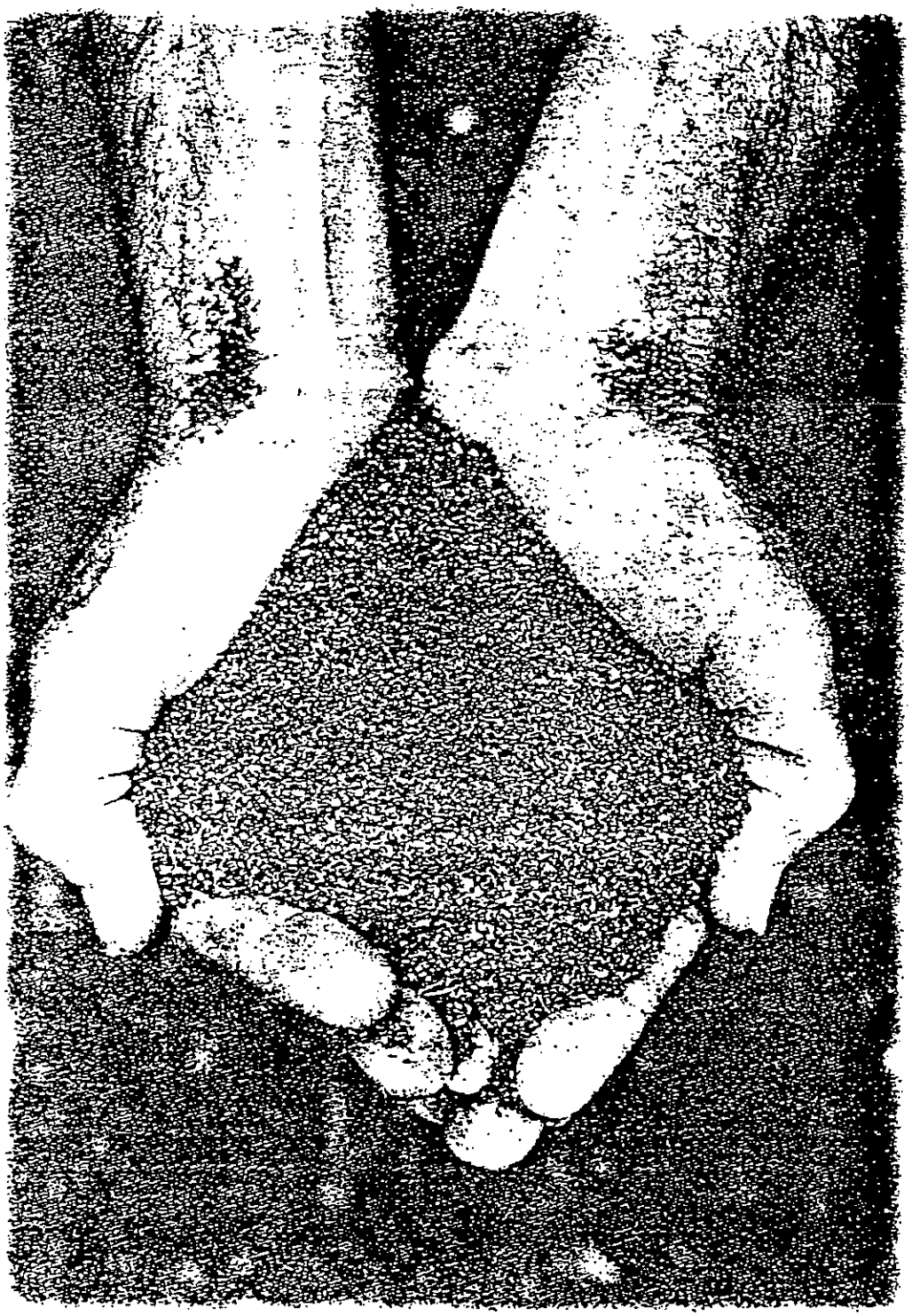
Este libro de singular interés para la historia del tabaco se debe a la pluma y al talento de Adargelio Garrido de la Grana, nacido en Cárdenas, provincia de Matanzas, en 1958. Es un genuino producto de la Revolución socialista de Cuba; graduado de abogado en la Facultad de Derecho de la Universidad de La Habana en el año 1982, se ha especializado en Derecho de Propiedad Industrial. Actualmente es Secretario General de la Corporación HABANOS S.A.

Invitamos ahora al lector a caminar por los senderos de la obra de Garrido y ante el misterio siempre subyugante del Habano, recitemos con el poeta Palacio:

Si es invento de bellaco
O de príncipe, no sé.
Pero buen invento fue
El invento del tabaco

La Habana, 9 de enero de 1997 — *ANTONIO NUÑEZ JIMENEZ*

P2265



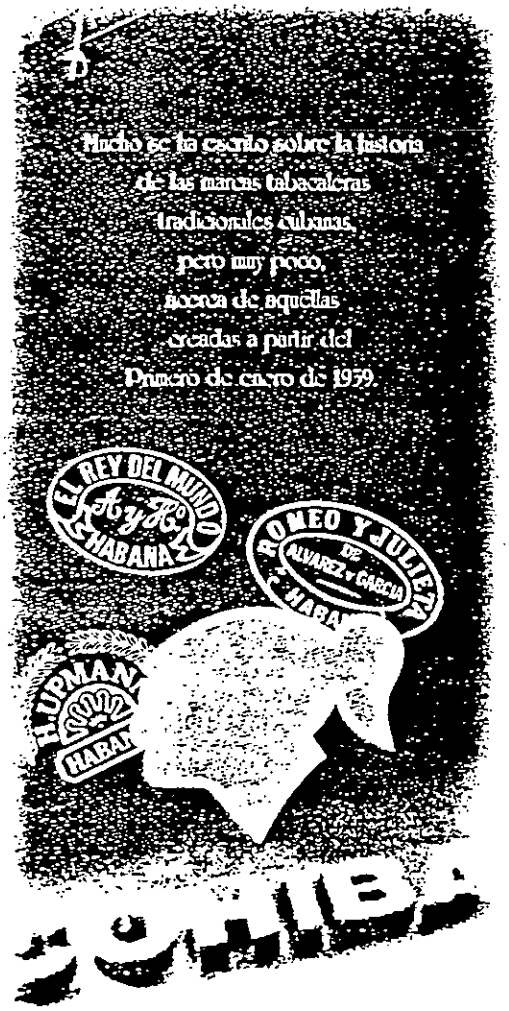
P2266

Motivación

P2267

P2268

Motivación



La fascinante encomienda de proteger y defender las marcas tabacaleras cubanas nos brindó el privilegio de conocer sus historias, hurgar en el pasado, buscar hechos, argumentos, pruebas que, en determinado momento, hemos podido esgrimir en defensa de su originalidad y su pertenencia a esta Isla, la misma que inundó con su esplendor todos los sentidos del Almirante genovés, quien sin pestañar la nombró *la tierra más hermosa que ojos humanos vieron*.

Esta misión nos permitió descubrir y disfrutar el inigualable mundo de sus fábricas, diseños y otros detalles que conforman la identidad de cada una de ellas.

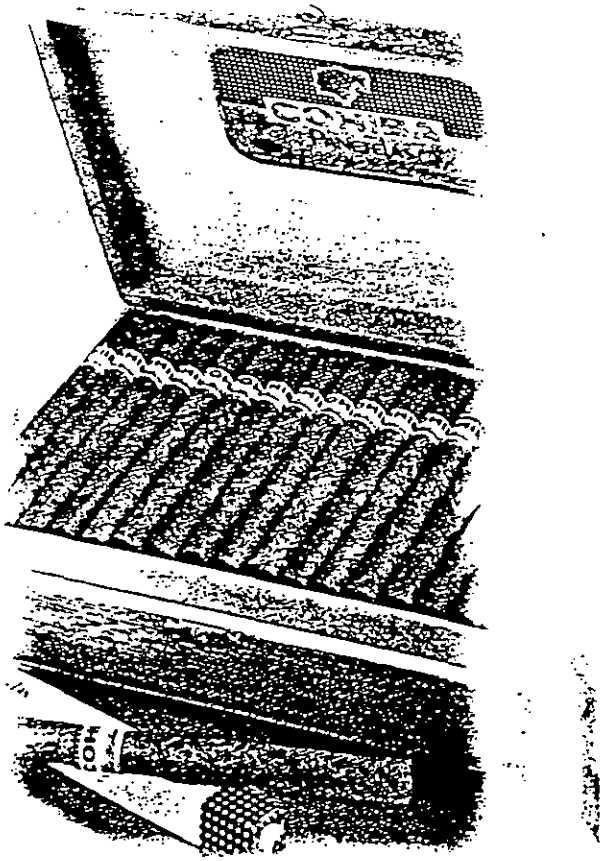
Tras una exhaustiva investigación llegamos a la conclusión de que mucho se ha escrito sobre la historia de las marcas tabacaleras tradicionales cubanas, pero muy poco acerca de aquellas creadas a partir del 1.º de enero de 1959, cuando Cuba ingresa en una nueva etapa de profundas transformaciones económicas y sociales que, de manera inevitable, también impondrán un sello renovador en el mundo de los habanos.

Tal vez esta aparente paradoja se deba a que en los últimos 30 años muy pocos nombres nuevos intentaron o lograron conquistar el gusto de los consumidores. Más aún, estudios internacionales demuestran que resulta muy difícil y costoso conseguir el reconocimiento de una marca en el mercado, un empeño en el que por lo menos el 20 por ciento de ellas fracasa en el intento.

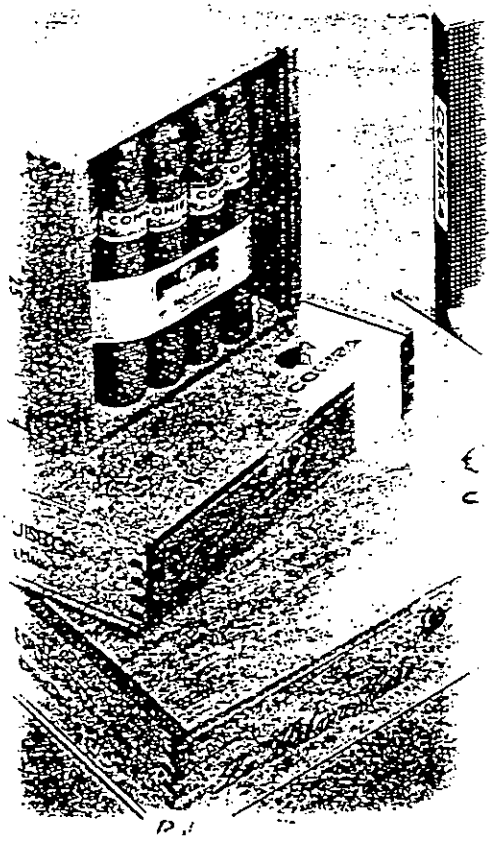
De todas las marcas tabacaleras creadas en Cuba a partir de 1959 muy pocas lograron imponerse en el mercado internacional y convertirse en el orgullo de sus consumidores. La más genuina, la protagonista estelar de nuestros días, que nombra a los habanos más codiciados por los aficionados o conocedores más exigentes, sufre a diario innumerables intentos de piratería y falsificación, con el objetivo de arrancarle las posibilidades que brinda su reconocida notoriedad.

En la búsqueda de todos los medios posibles para protegerla surgió la idea de profundizar en sus orígenes y agrupar toda la información recopilada, motivados además por el hecho de que nunca antes se había escrito en Cuba un texto íntegro sobre la historia de esta marca, que permitiera revelar toda la estrategia diseñada en cada caso y todo el trabajo realizado para engrandecerla y asegurarla a escala internacional.

Un hecho casual permitió que el tabaco creado por un humilde maestro torcedor se convirtiera en inseparable acompañante, durante muchos años, del líder de la Revolución, de acuerdo con la historia reconstruida con la valiosa ayuda de su Jefe de escoltas.



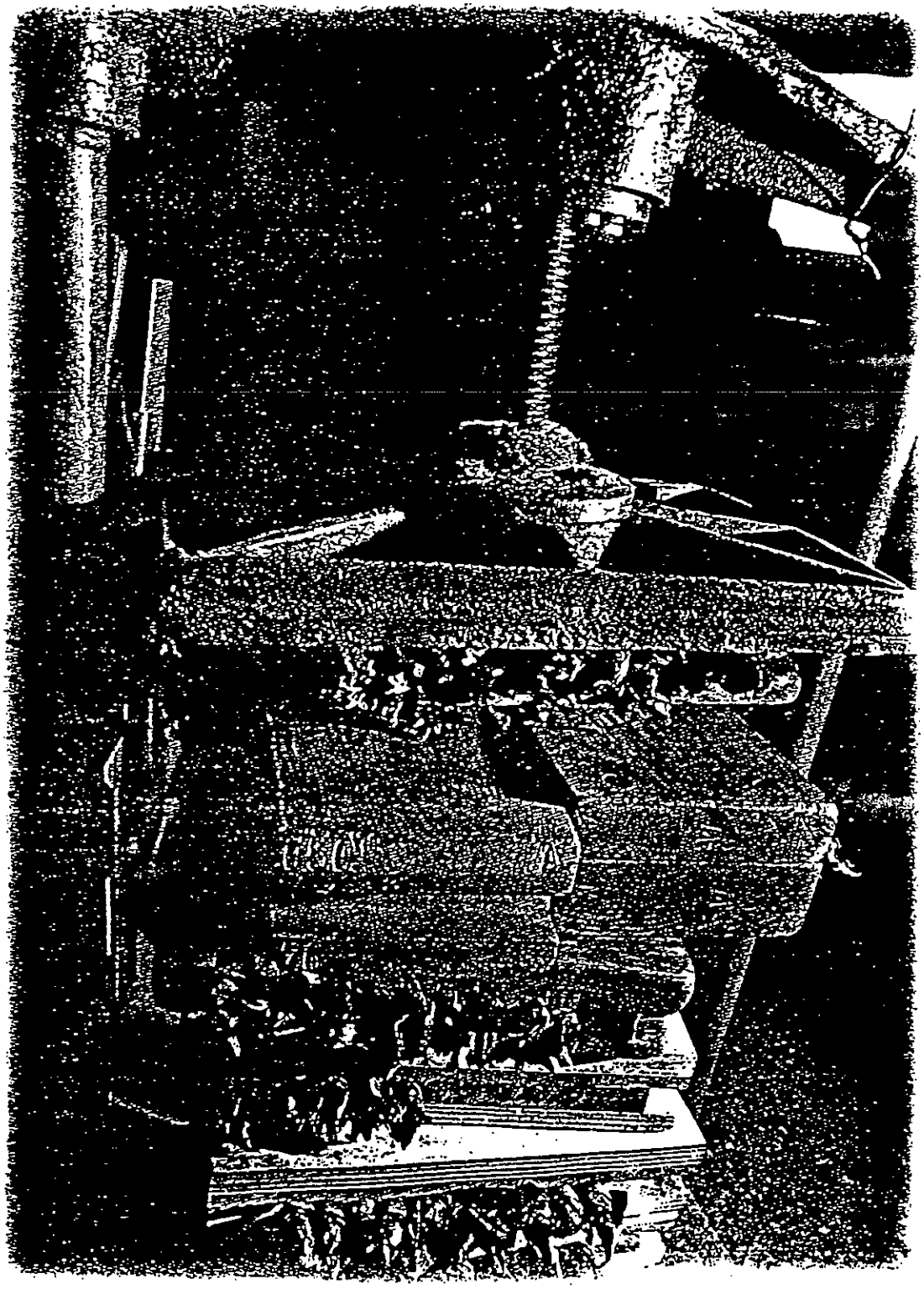
Tras permanecer algunos años como tesoro oculto, fraguándose en un hogar creado expresamente para él, cruza las fronteras cubanas, primero en condición de obsequio de gobierno y después como signo del gusto del más refinado placer de fumar.



Detrás de este tesoro, fruto de la naturaleza cubana y del *savoir faire* de nuestro pueblo, se encuentran hombres y mujeres, agricultores, torcedores, dirigentes y especialistas de la industria tabacalera cubana, así como responsables de las entidades encargadas de su comercialización y estrategas del marketing, quienes durante años se han dedicado a potenciarla y dotarla de una defensa absoluta.

Una última razón motivó a escribir la historia de este producto incomparable, descubrir que en 1996 se cumplían 30 años de su revelación como marca y que en 1997 arribaría a los 15 años de su ingreso al mercado internacional.

En las páginas que siguen tendrán la posibilidad de conocer las interioridades de su surgimiento y desarrollo, así como el esplendor de su incuestionable notoriedad y origen cubano, todo lo cual llegará a ustedes después de una larga investigación realizada en los archivos de Cubatabaco, Habanos S.A., en el Registro de la Propiedad Unificada de la Habana y fundamentalmente a partir de los testimonios de muchas de las personas que han estado vinculadas a diferentes etapas de su vida y que hoy nos permiten revelarles su historia de 30 años.



P2272

Un antecedente casual

P2273

P2274

Un antecedente casual

Esta historia comienza un día del año 1963 que la memoria no logra precisar, en un lugar de la calle 11 del Vedado, en La Habana. Dos de los tres protagonistas coinciden en que fue a principios del año 1963, el tercero podrá ratificarlo o no, al hojear algún día las páginas de este libro.

Atrás quedaban los tensos días de la Crisis de Octubre, la también llamada Crisis de los Misiles de 1962, cuando el mundo estuvo más cerca que nunca antes de una conflagración nuclear que tendría su epicentro en el Caribe. La tarde era realmente bella y la sombra de los árboles invitó a Bienvenido Pérez Salazar, más conocido por *Chicho*, a fumarse uno de los tabacos que le había regalado recientemente su amigo Eduardo. Abrió una de las puertas del auto de su jefe, a quien acompañaba cada día, se sentó y comenzó a contemplar la hermosa figura de aquel aromático habano, sobrio, elegante, tan cercano a la perfección que concibió la idea de obsequiarle uno al Comandante, pues por su antigua experiencia de torcedor lo consideraba digno de un líder. Encendió el tabaco con uno de los pocos fósforos que le quedaban y comenzaron a desfilar por su mente abundantes recuerdos vinculados con esa obra de arte. Tan extasiado se encontraba que sólo reparó en la presencia del Comandante cuando ya estaba dentro del automóvil,

un Oldsmobile de 1960, de los últimos modelos norteamericanos que ingresaron al país antes de la entrada en vigor del bloqueo económico impuesto por John F. Kennedy a principios de 1962.

El exquisito aroma expandido por el puro que sostenía en sus manos el jefe de la escolta inundó el interior del vehículo y atrajo la atención de Fidel Castro, quien sin ocultar su admiración le preguntó qué estaba fumando.

— Ninguna marca en particular, respondió su interlocutor.

— Se trata de unos tabacos hechos por un antiguo amigo, añadió, mientras le extendía una tentadora oferta.

Fidel lo aceptó sin reparo, mordió la perilla típica de la fuma de tabaquero, lo encendió y expiró la delicada bocanada mirando por la ventanilla del auto, que ahora se deslizaba por la Quinta Avenida, de Miramar. Era una tarde realmente hermosa y la sombra de los árboles protegía el paso del vehículo, en cuyo interior su principal ocupante viajaba en silencio.

Después de la segunda bocanada, en señal de absoluta satisfacción, comenzó a interesarse por el creador de aquella caprichosa silueta de aroma incomparable. El mundo entero retenía en esos días la imagen, profusamente difundida por la prensa internacional, del comandante guerrillero de la Sierra Maestra saboreando un anónimo habano. A partir de este momento un nuevo tipo de tabaco, en términos técnicos una nueva vitola aún innombrada, se haría familiar en las manos del gobernante.

Gracias a una de esas casualidades que a diario nos depara la vida, se cumplía el anhelo de *Chicho* de proporcionar al Comandante un tabaco de esas características, a su entender una obra de arte digna de su rango, y comenzó a gestarse el nacimiento de uno de los tesoros más preciados de estos tiempos. Este hecho le permitió al oficial reencontrarse con su origen, remontándole a las primeras décadas de este siglo.

Su padre había sido dueño de una fábrica de tabacos, radicada primero en Bayamo y después en Palma Soriano, en la antigua provincia de Oriente. La tabaquería recibió un nombre muy peculiar para ese tipo de establecimiento, porque a la hora de inscribirla en el Registro de La Habana, todos los propuestos fueron rechazados por diversas razones. Agotado de tanto batallar, le preguntó al registrador.

— ¿Existe alguna con el nombre de Bienvenido?

Al recibir un rotundo No como respuesta, exclamó:

— Pues se llamará Fábrica de Tabacos Bienvenido.

Tal fue su entusiasmo que llegó incluso a utilizar la imagen del niño en la cubierta de los cajones de tabacos.

El mundo entero retenía en esos días la imag[illegible] del Comandante en Jefe Fidel Castro disfrutan[illegible] un anónimo haba[illegible]

P2277

Un joven tabaquero al frente de la escolta de Fidel Castro

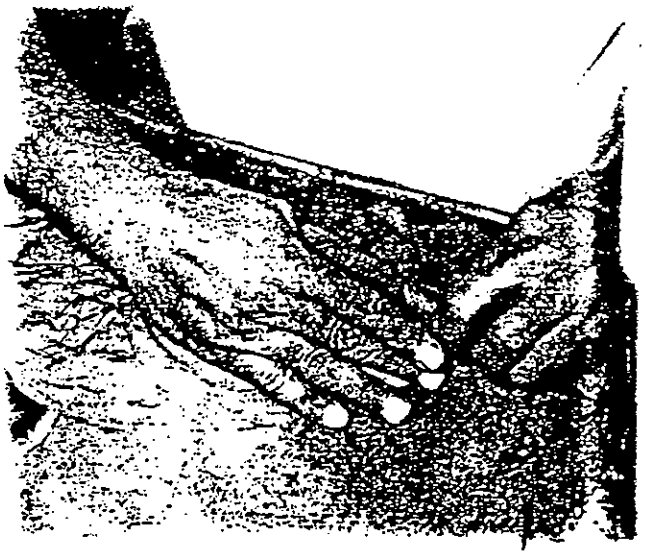
Al igual que muchos jóvenes de su época, lo primero que aprendió *Chicho* para ganarse la vida fue el oficio de tabaquero heredado de su padre, a los 16 años ya era torcedor. Sin embargo, desde muy joven también sintió la necesidad de rebelarse contra las injusticias que rodeaban la vida del trabajador tabacalero, y muy pronto sería considerado, además, un activista sindical revolucionario.

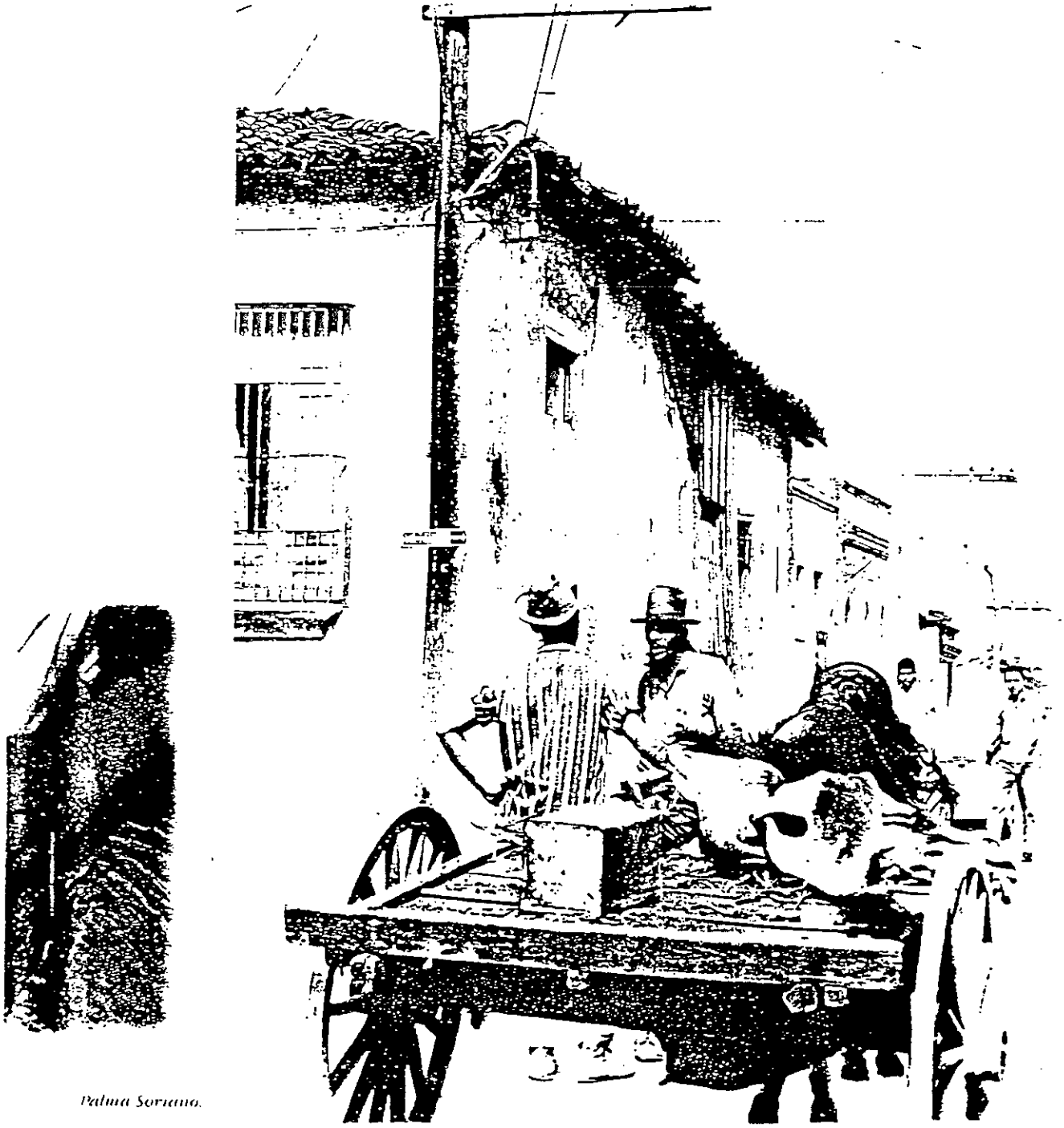
A los 18 años sólo sabía hacer dos cosas: torcer tabacos y luchar por el movimiento obrero. Se marchó de la casa y comenzó a trabajar en la fábrica La Principal, de Julio López, en la localidad de Placetas, en la antigua provincia de Las Villas, en la región central del país. Poco tiempo después se traslada a la fábrica La Cayuca, ubicada en el poblado habanero de Guanabacoa.

Años más tarde regresa a su natal Palma Soriano, debido a la mala situación por la que estaba pasando la industria tabaquera en la Habana, donde continuó trabajando en varios talleres, llamados entonces *chinchales*.

Desde temprana edad, *Chicho* ingresa en el Partido Socialista Popular. En el año 1952, al día siguiente del golpe de Estado del 10 de marzo que da inicio a la dictadura militar de Fulgencio Batista, es apresado y conducido a la cárcel de Boniato, en Santiago de Cuba. Luego de pasar algún tiempo en prisión es liberado, regresa a Palma Soriano, pero pronto deberá volver a la capital del país.

Bienvenido Pérez Salazar, Chicho, recién nombrado Jefe de la escolta de Fidel Castro.





Palma Soriano.

P2279

Al arribar a la ciudad, rápidamente se percata que la única vía de subsistencia estaba en sus propias manos, por lo que después de obtener un préstamo de un usurero de la fábrica H. Upmann, entonces conocidos como garroteros, coloca su primera vidriera (punto de venta) en la calle San José, entre Gervasio y Escobar.

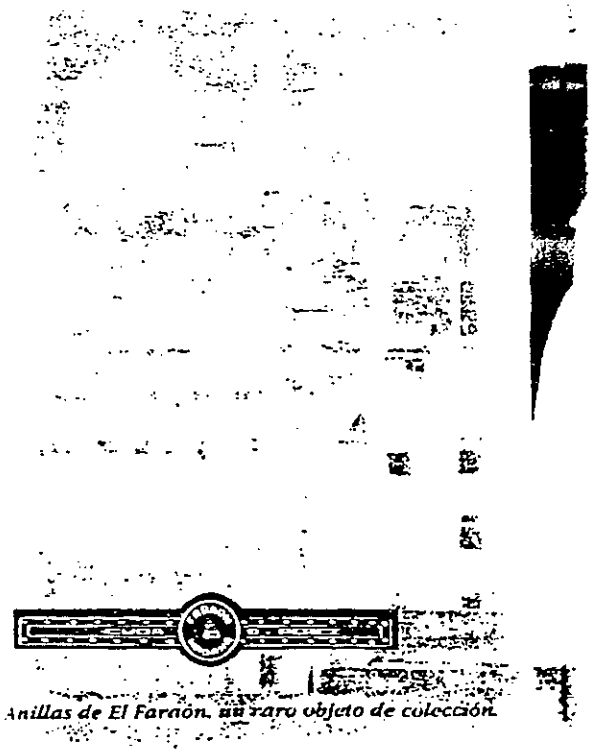
Su clientela aumenta tan rápidamente que a los dos meses puede vender el negocio en 1 000 pesos, con el objetivo de crear otro en un lugar más transitado, específicamente en Gervasio 312 entre Neptuno y San Miguel, al cual denominó Fábrica de Tabacos El Faraón.

Bienvenido aún recuerda que en el rótulo del establecimiento aparecía inscrito el slogan *Del fabricante a sus labios. Especialidad de estuches para regalos.* Riéndose picarescamente, cuenta que en una ocasión fue requerido por los socios de Menéndez García y Cía. por considerar ellos que había utilizado en el diseño de su marca, elementos similares a los de Montecristo, tales como el color negro, la tipografía y la disposición de las letras.

Fabricante y comerciante sagaz, en poco tiempo logra colocar varias vidrieras en la ciudad de La Habana, entre las que se destacaba por su nivel de ventas, la situada frente al Frontón del Jai-Alai, ubicado en una céntrica zona, por aquella época concurrido centro de aficionados y apostadores.

En cumplimiento de una orden del Partido Socialista, con el objetivo de reforzar la

1956. Clientes amigos de Chicho a la entrada de la Fábrica El Faraón.



Anillas de El Faraón, un raro objeto de colección.

posición de esa organización en el ámbito obrero, comienza a trabajar en la fábrica Por Larrañaga, lo cual logra al obtener por oposición, la única plaza lanzada a convocatoria después de varios años sin admitirse a nuevos torcedores.

Esta fábrica, a juicio de los conocedores, contaba en esa época con una experimentada fuerza de trabajo que la hacía distinguirse de las restantes, hasta el punto de ser considerada por muchos como la mejor del país. Ubicada en Carlos III y Árbol Seco, llegó a ser denominada La Universidad. Su producción se caracterizaba, al igual que otras fábricas de la época, por tabacos de gran formato y calidad y la no utilización de moldes de madera.

En esos años *Chicho* coincide en Por Larrañaga con Eduardo Rivera Irizarri — un sobrino político de su primer matrimonio— Heriberto Martín (*Camagüey*), Luis Pérez y José Manuel Gómez (*Gomito*), con quienes volvería a encontrarse mucho tiempo después, y en condiciones muy diferentes, a fin de emprender una misión que consagraría sus nombres como forjadores de una obra maestra.

Además de ser un experimentado torcedor, Eduardo había tenido la posibilidad de conocer allí los secretos de las misteriosas ligadas y de las cualidades de las mejores vegas de Vuelta Abajo y Partido, gracias a la experiencia y consejos de Filiberto Azcuy Molina, accionista y vicepresidente de la sociedad sobre quien descansaba la vida de la fábrica en aquella época.

Ya en esos tiempos, Eduardo había creado para su fuma un alargado y fino tabaco de ligada única y aire elegante, que constituía el confidente de sus noches de juventud.

Ambos trabajaron en Por Larrañaga hasta la derrota de la dictadura de Fulgencio Batista (Presidente de la República) el 31 de diciembre de 1958. Los cambios operados en el país y la dinámica creada por la Revolución, hicieron que abandonaran las chavetas en algún rincón del edificio ubicado en la céntrica Avenida de Carlos III, para pasar a emprender otras tareas muy ajenas a sus oficios.

En poco tiempo Chicho logra colocar varias vidrieras en La Habana. En El Faraón atiende personalmente a sus clientes.

Eduardo se incorporó al Ejército Rebelde y posteriormente, al Ministerio del Interior (MININT) y *Chicho* dado su historial revolucionario, fue nombrado Jefe de la escolta del líder de la Revolución Cubana. A partir de ese momento comenzó un riguroso entrenamiento que no abandonó hasta el último día que ocupó esa función. Una nueva etapa se abrió en la vida de este hombre nacido en Palma Soriano la cual le otorgó la satisfacción de preservar la integridad física de uno de los líderes más notorios de este siglo precisamente en un período en el que estuvo sometido a varios intentos de atentado.

Eduardo Rivera Irizarry cuando integraba el Ministerio del Interior

P2282

Fidel Castro seguido de su ayudante, Alfredo Gamonal (fallecido) y de Chicho el Jefe de la escolta

P2283

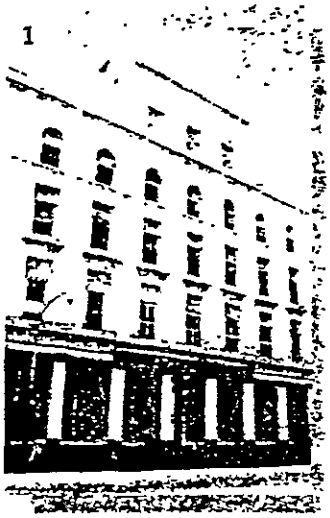
La fuma de Eduardo, el creador

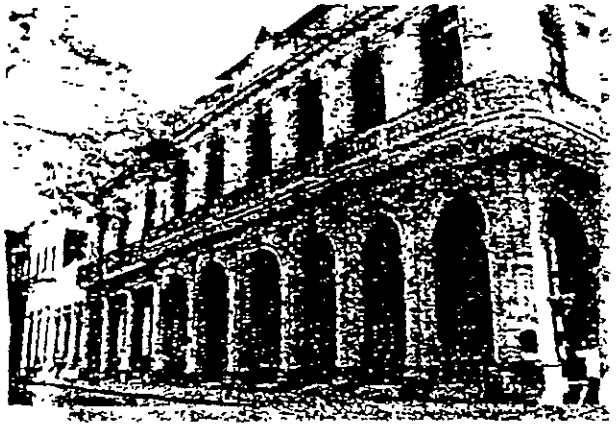
Eduardo también dio sus primeros pasos en Palma Soriano y entró en contacto con el mundo del tabaco a los trece años en el *chinchal* que tenía el padre de *Chicho* en aquella localidad oriental pero no fue hasta los quince años cuando realmente se hizo tabaquero esta vez en el taller que tenía su amigo en La Habana denominado El Faraón Allí aprendió con *Chicho Camagüey* y otros experimentados torcedores con quienes en el futuro volvería a protagonizar días de verdadera euforia juvenil en la búsqueda de la ligada perfecta

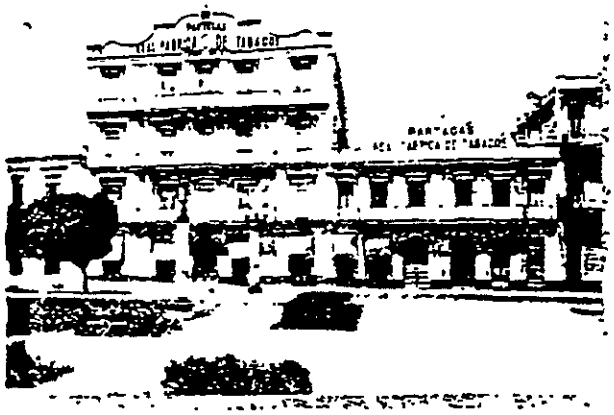
A diferencia de Eduardo joven inquieto revoltoso siempre pensando como cambiar el orden de la vida *Camagüey* era un hombre muy sereno ecuánime de principios excepcionales Un verdadero caballero recuerda Eduardo y, sobre todo un experto tabaquero que tenía el don de distinguir rápidamente si una persona podía llegar o no a ser un buen torcedor

La experiencia adquirida le permitió al igual que *Chicho* en su momento conquistar una plaza por oposición en Por Larrañaga y como parte de su actividad política dentro de la fábrica un día se vio instando a los trabajadores a participar en la Huelga del 9 de abril de 1958 un heroico y frustrado episodio protagonizado por el movimiento obrero con el que se intentó derrocar la tiranía batistiana

Eduardo Rivera creador de la ligada perfecta que conquistaría la corona de los habanos







Al cabo de tres años de actividad militar en un agitado período de la vida del país en el que se habían sucedido numerosas movilizaciones, como aquel famoso acuartelamiento a raíz de las elecciones de 1960 en Estados Unidos y hasta la toma de posesión de Kennedy, la invasión de Playa Girón en abril de 1961 y luego la crisis de los cohetes en octubre de 1962, Eduardo sintió llegado el momento de volver al vapor y la chaveta.

Pasada la Crisis de Octubre se desmovilizó del MINIT y comenzó a trabajar en la Fábrica de Tabacos La Corona, instalada en un edificio construido a principios del siglo XX especialmente para este fin y que dadas sus características de estructura de hierro y concreto, compuesta de cuatro pisos, constituyó el primero de su tipo en Cuba. Gozaba de una envidiable situación cerca del Paseo del Prado y del puerto de La Habana, posición que mejoró aún más al construirse enfrente el Palacio Presidencial.

En La Corona, Eduardo recobró en breve su destreza de torcedor experto, lo que comprobó al disfrutar de nuevo entre sus manos aquel puro que cuatro años antes constituía el placer de su descanso nocturno.

1 Fábrica La Corona

2 Fábrica Don Lariñaga

3 Fábrica Partagás

En una muestra de alegria por su retorno al mundo del tabaco, Eduardo salió un día en busca de su viejo amigo *Chicho*, a quien hacia algun tiempo no veía, y decidió regalarle un mazo de tabacos de su fuma Sin mayores formalidades se los entregó envueltos en papel de cartucho (estraza), seguro de que lo valioso era el contenido

Nunca podría imaginar Eduardo que esa sería la causa del llamado por los altavoces de la fábrica, uno de los primeros meses del nuevo año

— El compañero Eduardo Rivera por favor, el compañero Eduardo Rivera, lo solicitan en la recepcion, reitero la voz anonima

Dejó su chaveta sobre el vapor (mesa del torcedor) se incorporó y después de sacudirse el delantal bajo rapidamente las escaleras Al llegar a la recepción un compañero vestido de verde olivo que lo estaba esperando le dijo practicamente al oído

— Somos de la Escolta del Comandante y tenemos la instruccion de que nos acompañe

Aunque extrañado Eduardo no titubeó y entusiasmado inició el paso hacia el auto parqueado a la entrada de la fábrica

Cual sería su sorpresa al llegar a su destino y encontrarse a *Chicho* diciendole en señal de saludo

— Estaban buenos los tabacos Tan buenos que te mandé a buscar para que me hicieras algunos mas

No fue hasta después de algún tiempo y de haber entregado gran cantidad de tabacos similares a los de su fuma que le fue revelado su destinatario Hasta entonces desconoció el honor y la responsabilidad que le habian confendo

Cuenta Eduardo que comenzó a torcer el honorable encargo en la fábrica La Corona, fuera de su horario de trabajo, pero con el tiempo, debido a los comentarios relacionados con su trabajo extra y con las visitas de la Escolta del Comandante, por razones de seguridad, unas veces los hacía en la fábrica Partagás y otras en su propia casa, sobre todo cuando eran solicitados con urgencia

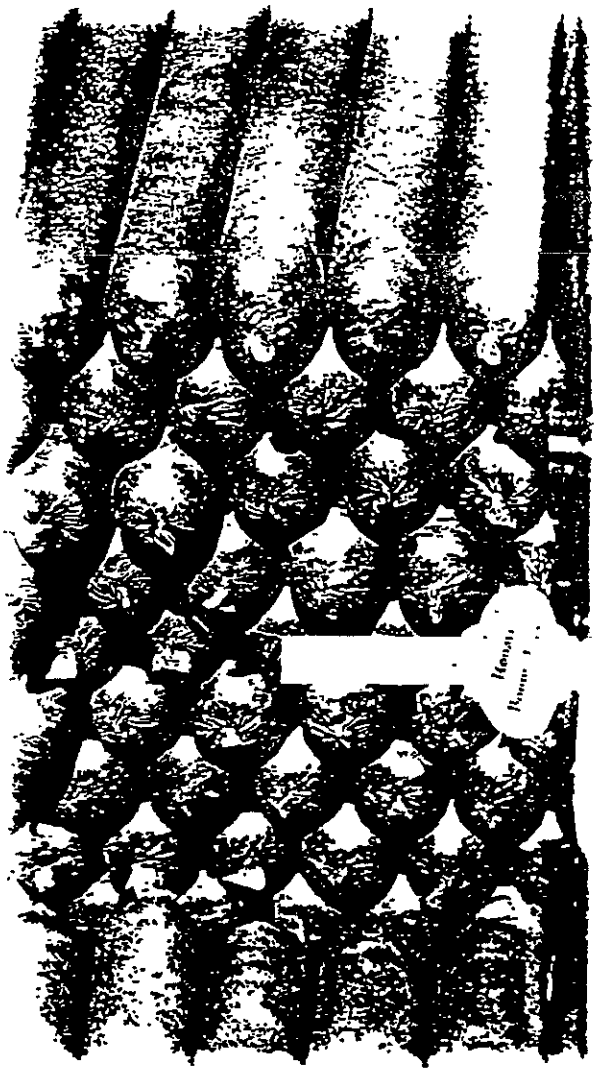
Pasaron los días y poco a poco los tabacos del Comandante pasaron a ser de la preferencia de otros dirigentes de la Revolucion como Ernesto Che Guevara quien en reiteradas ocasiones manifesto que Nunca antes en su vida había fumado nada mejor Recuerda Eduardo con orgullo que en una de sus ultimas fotos en Cuba el Che aparece fumando uno de esos tabacos de los cuales tambien se le enviaron algunos cuando se encontraba en Bolivia como guerrillero

Ernesto Che Guevara

P2287

El aprecio por la calidad y elegancia de la hermosa vitola crecía de tal modo que comenzó a ofrecerse como obsequio de gobierno, lo cual propició que el innominado y exquisito producto de silueta estilizada, traspasara las fronteras del país y comenzara a viajar por mares y cielos de este mundo, transmitiendo secreta y misteriosamente su incomparable virtud

Hoy en un álbum de la fábrica, se conservan las anillas de los puros enviados, entre otras personalidades al Rey Juan Carlos de España, a los ex presidentes Luis Echeverría, de México, Juan Velasco Alvarado de Perú, Omar Torrijos, de Panamá, Josep Broz Tito, de Yugoslavia, Houari Boumedienne, de Argelia, así como Gamal Abdel Nasser de Egipto



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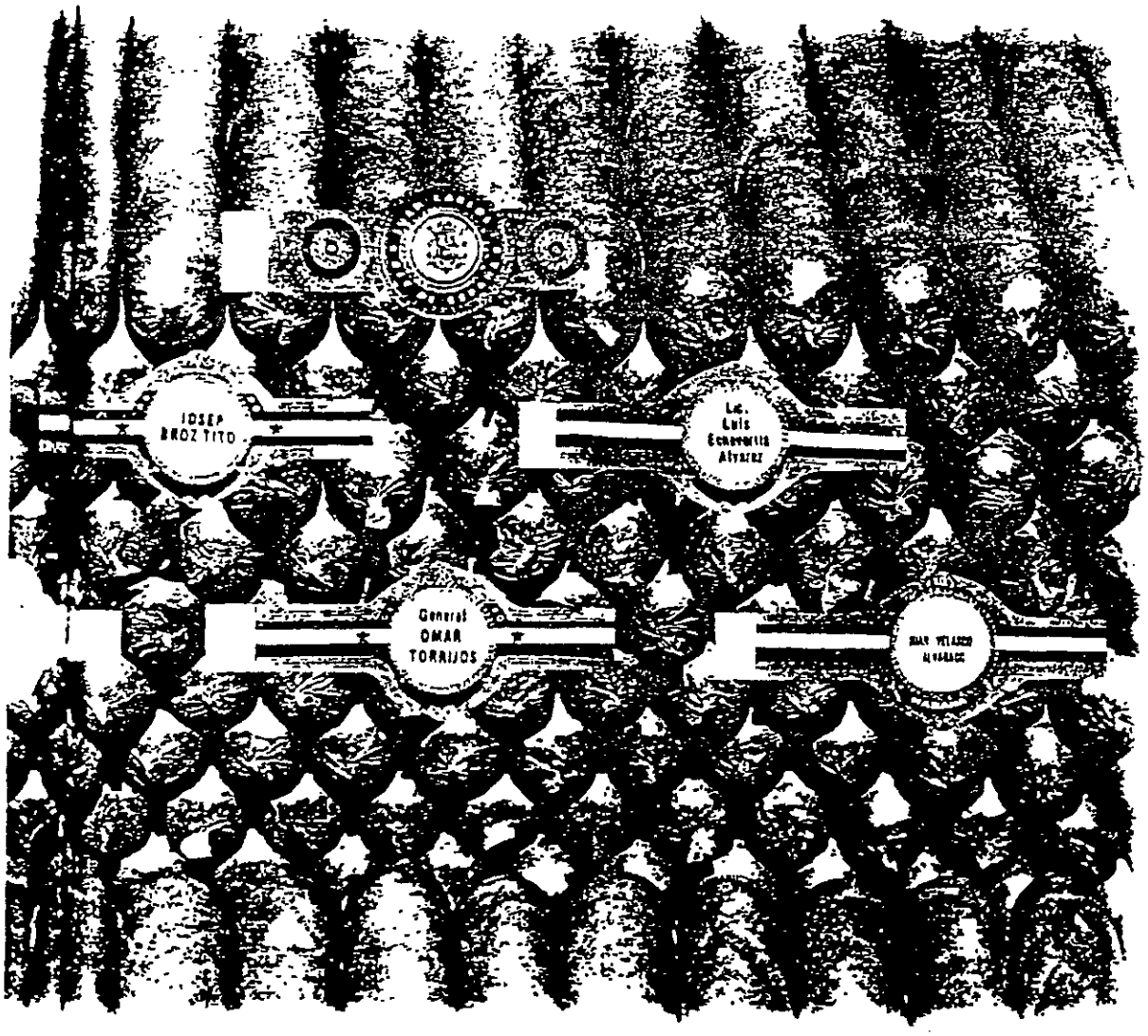
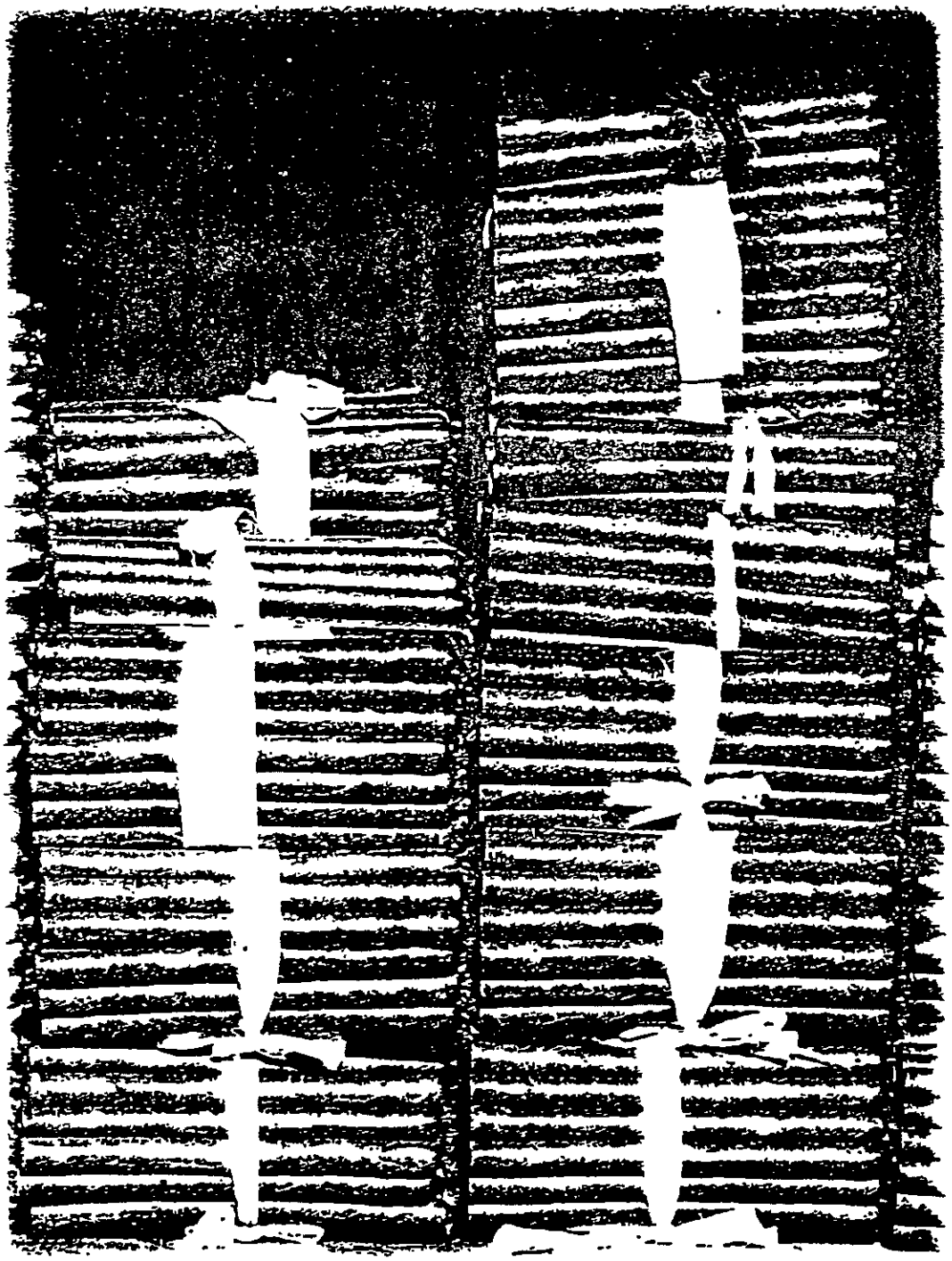
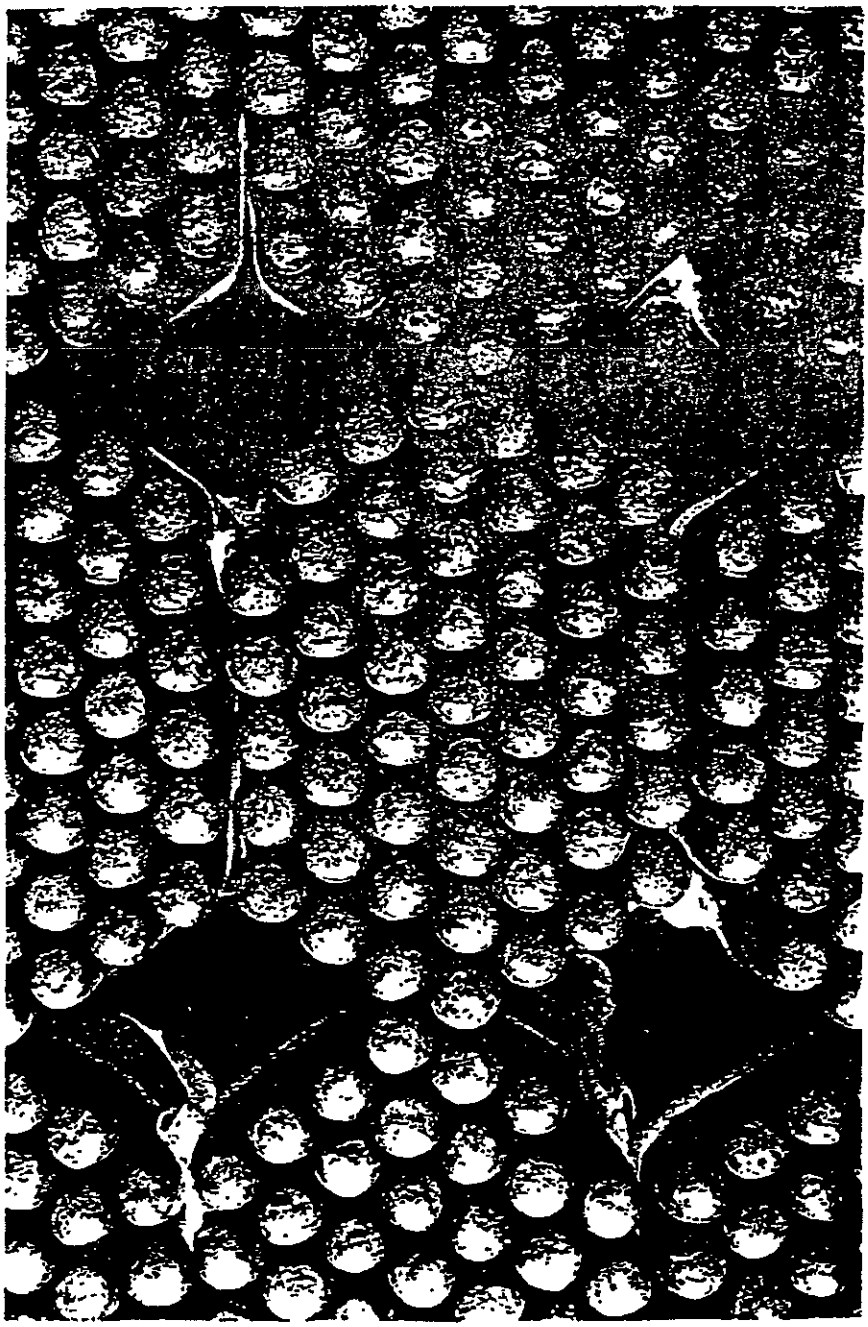

JOSEP
BROZ TITO
Lic.
Luis
Echeverría
Álvarez
General
OMAR
TORRIJOS

P2289



P2290

Un sueño hecho realidad
P2291



P2292

Un sueño hecho realidad

En una de las ultimas tardes del año 1964, acostado en una hamaca el líder de la Revolucion cubana acariciaba una de sus más brillantes ideas. Mientras tanto el aroma de su tabaco se expandía atrevidamente por todos lados en la misma medida que se convertía en su mejor interlocutor. Cerca de el su jefe de escolta se iba haciendo partícipe de su pensamiento sin que tuviera la mas mínima idea de ello.

Fidel rompio el silencio que le propiciaba el disfrute de su habano con una inesperada pregunta.

—*Chicho* ¿existen mujeres torcedoras?
—Muy pocas Comandante.
—¿Que tiempo demora formar un torcedor?
—Aproximadamente un año.
—¿Cuanto cuesta eso?
—No tengo la menor idea Comandante.

El lider de la Revolucion medito unos segundos con el disfrute de su nueva bocanada y a segundas le manifesto a su interlocutor la idea de encargarle la creacion de una Escuela para Torcedoras. Quizas por ser el jefe el antiguo tabaquero de Palma

P2293

P2294

Soriano era uno de los pocos miembros de la escolta de Fidel que aun restaba sin tareas especiales asignadas a su cargo. Antes había encargado a cada uno de ellos otras tareas: incrementar la produccion de huevos, desarrollar la pesca, y ahora tocaba el turno a *Chicho*.

En su opinión, dos fueron las motivaciones de esa idea: primero, el hecho de que la mujer no podía estar ajena al arte de torcer tabacos y, segundo, que podía constituir una nueva fuente de empleo. Para llevar a cabo ese placentero empeño, *Chicho* escogio a Eduardo y luego ambos decidieron incorporar a Heriberto Martin (*Caniaguey*), considerado por el primero uno de los mejores torcedores de aquella epoca.

A partir de ese momento comenzo un arduo trabajo con el objetivo de crear el Plan Especial de la Escuela para Torcedoras. Se localizan vapores en un lugar, sillas en otro, chavetas, moldes, barriles para la fermentacion y, por supuesto, el local donde radicaria la escuela.

La casa inicial se encontraba en el antiguo Reparto Residencial Country Club, hoy Cubanacan, en la calle 150 entre 21 y 21A. Se escogio ese lugar por razones de seguridad y por encontrarse dentro de la zona en que se desarrolla gran parte de la actividad protocolar del gobierno cubano, conocida como El Laguito.

Una de las primeras casas donde radicó la fábrica

Todo comenzó como algo muy secreto, en el segundo semestre del año 1965. Además de Eduardo y *Camaguey*, se incorporaron al grupo dos maestros torcedores, José Manuel Gomez (*Gomito*), Luis Pérez y un técnico en tabaco nombrado Manuel Barrial. A ellos se unieron cuatro mujeres que hoy cuentan con el orgullo de haber sido las fundadoras de aquel proyecto: Josefina Hernandez y Margarita Delgado, quienes se incorporaron el 19 de octubre de 1965, así como Nelida Hernandez y Maria Cristina Oviedo, las cuales se sumaron seis días mas tarde, todas familiares de los escoltas del Comandante.

Segun Margarita, el 19 de octubre fueron recogidas Josefina y ella en sus casas por un compañero del cual sólo recuerda su nombre, Miguel. A las 8.30 a.m. las estaban esperando en la casa de 150 entre 21 y 21A, Eduardo, *Camaguey*, *Gomito*, Luis y Manuel Barrial.

Fue una epoca muy bella en mi vida, aprendimos de todo, o casi todo del tabaco. Nos enseñaron a conocer la ligada para no tener problemas a la hora del torcido, incluso hacíamos otras labores, como la limpieza del local. Yo por ejemplo tuve la responsabilidad durante mucho tiempo de elaborar los alimentos para nuestro almuerzo. Realmente eramos un colectivo muy unido."

Este aguerrido grupo no escapó al nuevo modo de trabajar incorporado por la Revolución Cubana. Hacían guardias nocturnas cada tres días y organizaban trabajos voluntarios, tanto en las areas aledañas a la fabrica como en el campo. En 1966 se sumaron a un llamado para laborar en la agricultura durante cuarenta y cinco días en la Isla de la Juventud.

Jose Manuel Gomez (Gomito)

Camaguey, Eduardo y otros compañeros en labores agricolas

P2296

Muy pocos tenían acceso a esa formidable obra que se iba gestando poco a poco transmitir a las féminas la tradición que el hombre había adquirido de generación en generación Una vez más la mujer cubana demostraba su inconfundible presencia en la vida nacional Estas cuatro que constituyeron el primer paso del experimento fueron sometidas a un riguroso entrenamiento que comprendió desde el despalillo hasta el torcido

Pasaron un primer mes observando el trabajo de sus maestros y después comenzaron a adentrarse solas en el curioso mundo del empalme y torcido de las hojas del tabaco Todos los días, al finalizar la jornada sus tabacos eran sometidos a la degustación de los cuatro expertos Eduardo *Camaguey*, *Gomito* y Luis, los que evaluaban el progreso de cada una

El sistema de aprendizaje recuerda Nelida comenzaba con el Laguito No 1 Las compañeras que no se destacaban en la producción de esta vitola pasaban a las restantes y si tampoco resultaban en estas se destinaban a otros procesos como el despalillo o el anillado' Las iniciadoras de este empeño no se imaginaban que estaban creando algo absoluto e inigualable que en pocos años reinaría en la cumbre del mercado tabacalero mundial Josefina nos comenta que una de las primeras ocasiones en que sus tabacos traspasaron las fronteras cubanas de forma anónima fue cuando se envió un estuche al mandatario francés Charles De Gaulle como obsequio de Fidel con motivo de las bestias por fin de año en 1965

Josefina Hernandez

Margarita Delgado

Nelida Hernandez

Maria Cristina Oviedo

P2297

Dos fueron los objetivos fundamentales de ese colectivo, transmitir a las intrepidas aluminas el *savoir faire* de sus inigualables maestros y lograr la ligada insuperable, capaz de subyugar a cualquier persona sensible al placer de fumar Lo primero se lograba rápidamente, pues no existe obra alguna que se resista al encanto de la mujer máxime si cuenta con el apoyo y el aliento de verdaderos creadores de obras de arte

Muchas del grupo lograron convertirse en maestras de nuevas aprendices, como es el caso de Josefina considerada al entender de algunos la mejor alumna En una ocasión que se esperaba la visita de Fidel a la fábrica fue seleccionada para hacerle una demostracion de todo lo aprendido Recuerda que estaba muy nerviosa Despues de un rato de angustiosa espera el visitante resulto ser *Chicho* quien pregunto como podia torcer con uñas largas Eduardo, que estaba a su lado le contestó que desde un inicio le habia manifestado la misma preocupacion y que despues de mucho insistir la dejo por incorregible porque le demostro que no rompia ninguna capa

De aquellas entusiastas manos fueron surgiendo los estilizados tabacos (en un futuro denominados Laguito No 1) que habian causado la admiracion del lider de la Revolucion Cubana y el apego a su peculiar aroma

P2298

P2299

LEYENDA
Cabañas
Palma
Candelaria
San Cristóbal
Los Palacios
Viñales
Minas de Matahambre
Consolación del Sur
PINAR DEL RÍO
San Juan y Martínez
San Luis
Guane
VEGAS

P2300

Para lograrlo, Eduardo hizo gala de toda la experiencia adquirida de Azcuy en la fábrica Por Larrañaga. Se trasladó a donde la mano de la naturaleza puso toda su magia y encanto, en lo que a tabaco se refiere, y fue allí donde seleccionó tabacos procedentes de las vegas finas El Corojo, La Perla de Llevada, La Fe, Cuchillas de Barbacoa, Santa Damiana, todas de Vuelta Abajo, y otras de la zona de Partido.

La zona de Vuelta Abajo comprende casi toda la provincia de Pinar del Río, excepto su parte meridional, ocupada por la llamada Semivuelta. La denominada zona de Partido abarca los municipios de San Antonio de los Baños, Güira de Melena y Alquízar, en la provincia de La Habana. Según los expertos, en ella se cultiva tabaco tapado, al igual que en los municipios pinareños de San Juan y Martínez y San Luis. Esa cubierta de tela permite obtener hojas más claras y de más fina textura, con las que se fabrican tabacos de lujo para la exportación.

Después de incansables días degustando innumerables combinaciones creadas con mezclas de tabacos procedentes de dichas fincas, Eduardo y su colectivo llegaron a la ligada deseada, a la ligada perfecta.

En realidad sería fantástico publicar aquella fórmula mágica, pero por razones obvias, como suele ocurrir a los maestros culinarios con sus mejores platos, se trata de un secreto profesional.

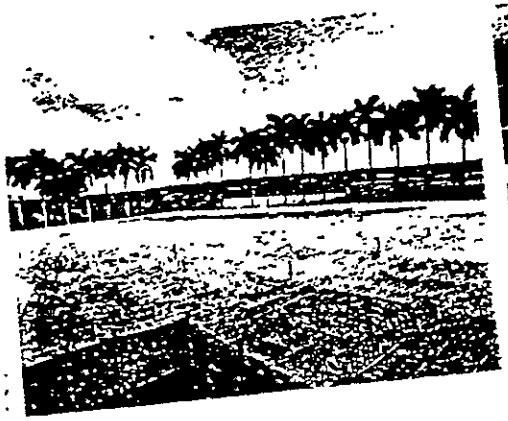
Según Eduardo, sólo restaba someterla a una nueva fermentación, para de esta forma eliminar alquitranes y lograr una mayor suavidad. Es por ello que fue guardada en barriles, con la mayor delicadeza y cuidado posible, durante el tiempo que él estimó pertinente, a fin de que en el interior de los mismos se fuera creando el intercambio recíproco de las cualidades de cada uno de los tipos de tabacos que componían la ligada

Otro de los objetivos fundamentales de aquel primado grupo estuvo en mantener la homogeneidad de la ligada, lo que resulta tan importante para el tabaco como para el perfume mantener la misma fragancia, por lo que dada la poca experiencia de las mujeres, se introdujo el sistema de ligado conocido como "barajita", consistente en revisar todas las hojas para lograr una correcta selección de las que la integraran

Unos meses despues se amplió a dieciocho el grupo de mujeres Al año habian adquirido una experiencia tal que ningún fumador podía resistirse ante el placentero producto creado por las torcedoras No obstante, aún les quedaba un largo camino por transitar hasta lograr la perfección total

En 1966 se mudaron para una casa aledaña y fue en ese momento que la Federación de Mujeres Cubanas (FMC) lanzo una convocatoria, a partir de la cual se incorporaron a la escuela unas cien mujeres.

El tesoro oculto creado por ellas, además de deleitar a Fidel y a otros dirigentes del gobierno cubano devino obsequio especial para altas personalidades, continuándose así a gran escala el camino emprendido dos años antes por Eduardo Rivera Irizarri De esa forma, después de un año de incansable trabajo, un sueño se hacía realidad



1 *La Perla*

2 *El Corojo*

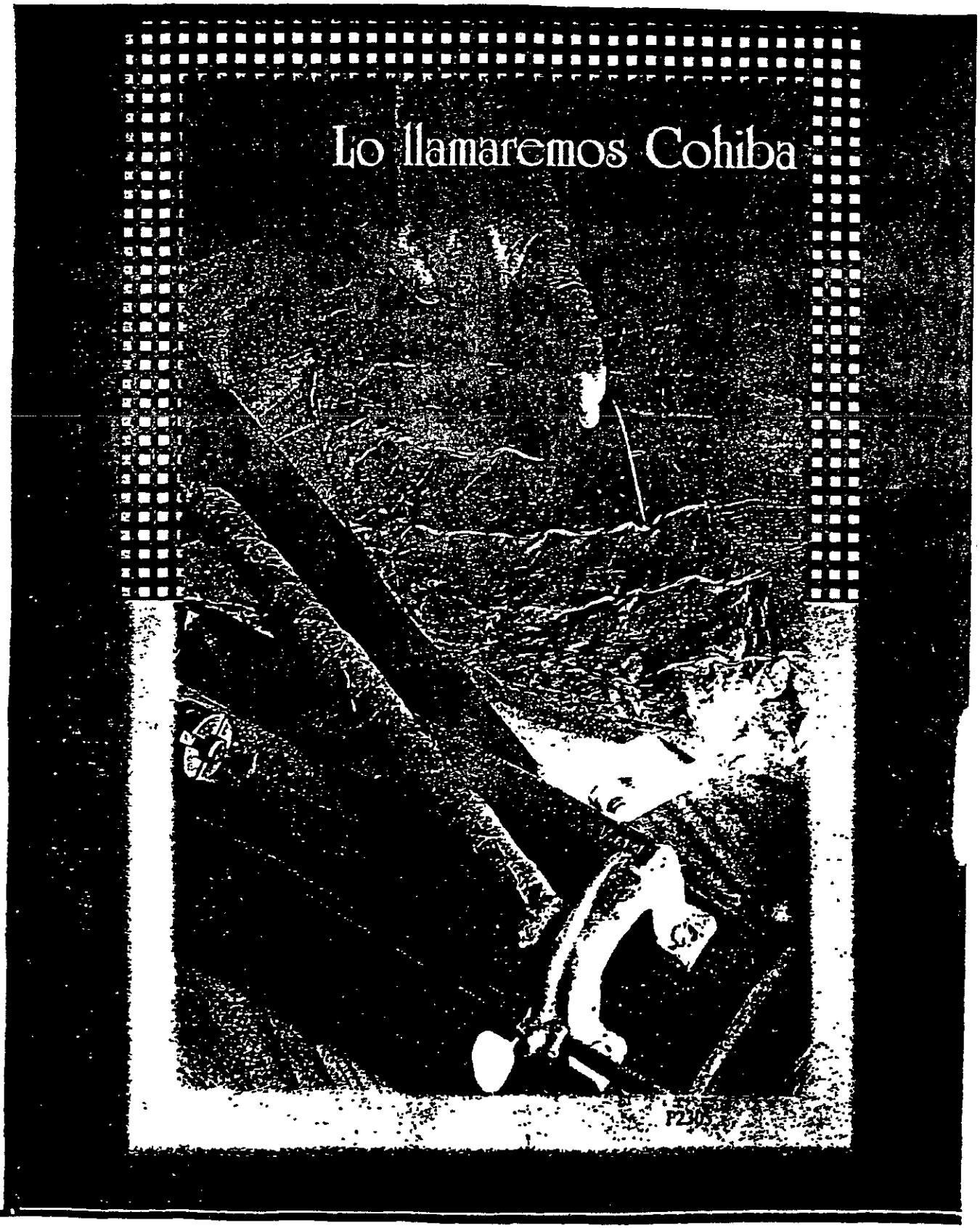
3 *Santa Damiana*

4 *Cuchillas de Barbacoa*

5 *Partido*

P2303

P2304


Lo llamaremos Cohiba
P230

P2306

Lo llamaremos Cohiba

Aquella virtual joya innominada requería de un nombre. El reconocimiento de la calidad de los tabacos que fumaba y obsequiaba Fidel Castro se expandía como pólvora por todo el mundo La necesidad de denominarlos de alguna forma se tornaba inaplazable

Ya el Jefe de escoltas de Fidel hacía tiempo que venía pensando en un nombre para esta obra maestra. Su origen tabaquero y sus dotes de antiguo comerciante lo inclinaban a buscar una nominación apropiada a su figura y a las cualidades, incluso de obsequio gubernamental, de representación nacional Muchos fueron los posibles apelativos que desfilaron por su mente pero, finalmente, se había decidido por uno que, a su entender, vinculaba las características externas del tabaco a uno de los símbolos patrios.

Ese detalle tampoco escapo del pensamiento de Celia Sánchez Manduley, la destacada combatiente de la guerrilla de la Sierra Maestra que devino principal auxiliar de Fidel Castro, tanto en asuntos de gobierno como en aquellos que reclamaban de una esmerada atención o una especial sensibilidad, por solo citar algunas de sus cualidades

P2307

La mano de Celia, a quien hoy todos reconocen en Cuba como *La mas hermosa flor de la Revolucion*, estuvo presente en muchas de las obras creadas por esta gesta, dotándolas siempre de un aire de autenticidad, cubanía y buen gusto y, por supuesto, tambien dejo su huella en ese hermoso proyecto

Como siempre Celia se dio a la tarea de ir a nuestras raices autoctonas para localizar un nombre vinculado a la historia de los primeros pobladores de la Isla, aquellos que salieron al encuentro de Cristobal Colon y sus expedicionarios, a quienes agasajaban obsequiandoles manojos de esas extrañas hojas, tan presentes en todos sus actos y ceremonias

En esa busqueda localizó uno inigualable que respondía al propio origen del tabaco No resulta dificil imaginarse la intima alegria que seguramente experimento al pronunciar sus seis letras cuyo sonido nos remonta de inmediato al paradisiaco universo de los aborigenes cubanos

Todavia *Chicho* deja traslucir su emocion al recordar que, en un encuentro fortuito que tuvo con Celia en uno de los pasillos de sus oficinas de la calle 11, a finales del año 1966 ella le pregunto su criterio sobre el termino mas apropiado para denominar los tabacos

A. Pallos

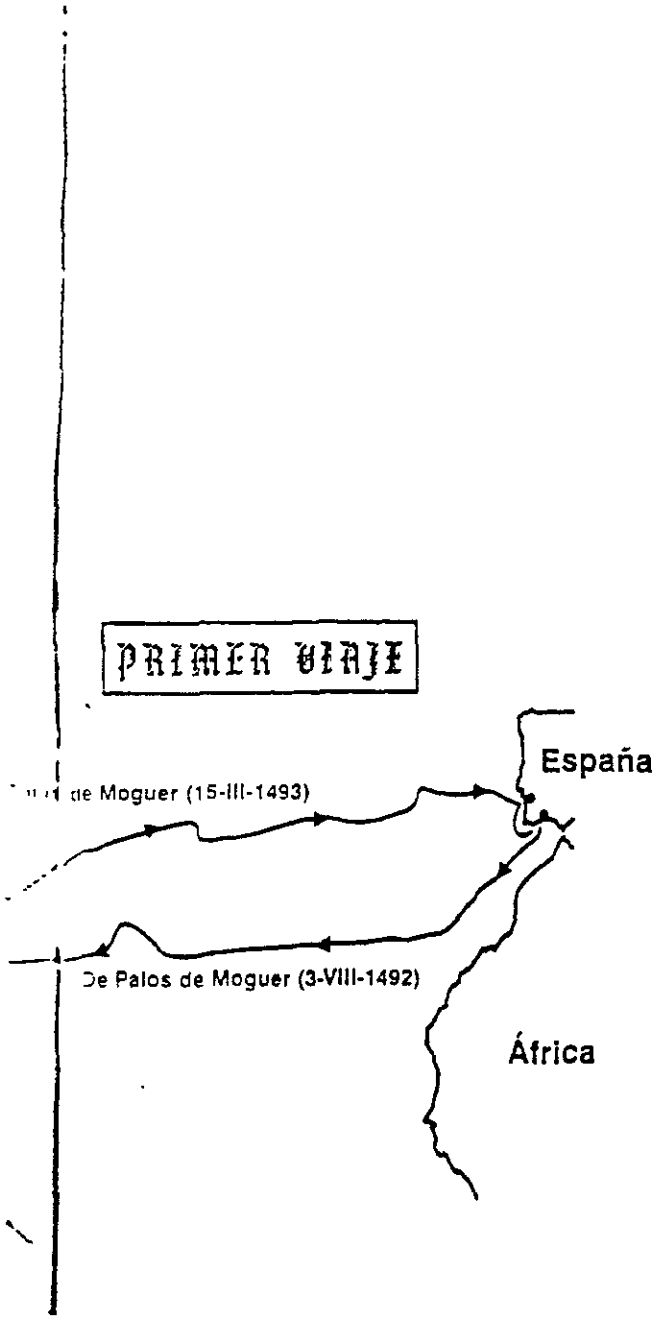
—Yo le pondría Palmas, pues su silueta me recuerda la de una palma real, sugirió el jefe de la escolta del gobernante cubano.

Con una sonrisa en los labios y un convencimiento total, Celia le respondió:

—No. Lo llamaremos COHIBA. Acto seguido le explicó el origen del vocablo.

Un diálogo similar ocurrió un día de ese propio año entre Celia y Eduardo, todo lo cual ratifica que 1966 indica el surgimiento como marca del primer nombre del tabaco.

Todos los fundadores de este hermoso empe[illegible] recuerdan que uno de los últimos días d[illegible] se propio año, ya en la segunda vivienda utilizada como escuela, Eduardo las reunió y les informó la idea de Celia de denominar el fruto de sus jornadas diarias como COHIBA. Al igual que lo hicieron antes *Chicho* y Eduardo, todos se preguntaron por qué ese calificativo.



P2309

El primer nombre del tabaco

Mucho se ha escrito sobre el origen de la voz COHIBA. Sin embargo, todo texto que de una forma u otra aborde la historia de esta marca obligatoriamente debe dedicar algunas cuartillas al origen de esta palabra mágica, siempre inmerso en disímiles y hermosas descripciones, ritos y leyendas.

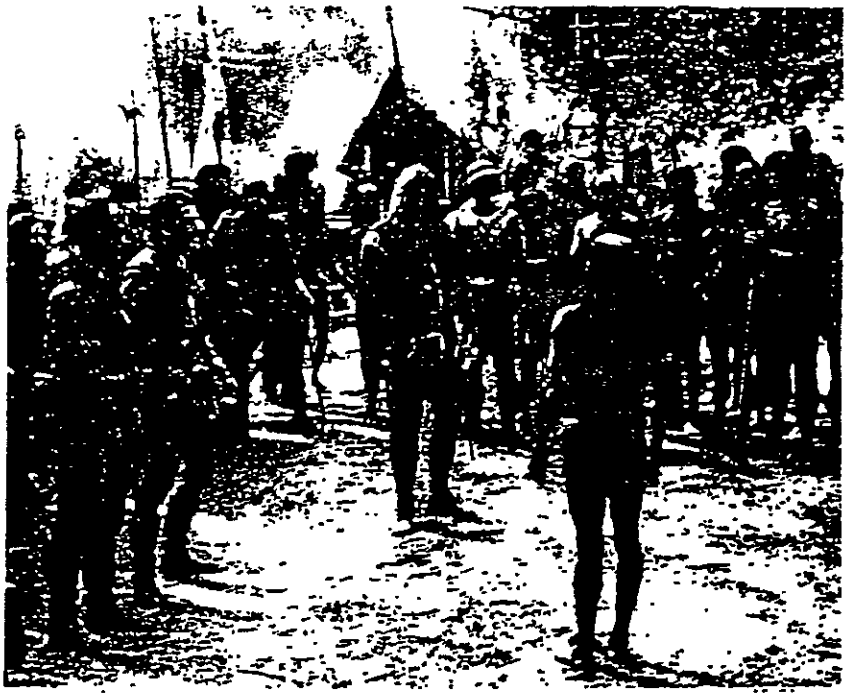
Los criterios más acertados actualmente indican que el tabaco o COHIBA fue descubierto por Rodrigo de Xerez y Luis de Torres. Ambos marinos, de la tripulación del Almirante Cristóbal Colón durante su primera expedición, regresaron con este vocablo en sus labios luego de realizar una exploración en el norte de la antigua provincia de Oriente, por orden del Almirante, quien todavía creía que había llegado al reino del gran Khan.

El nombre del tabaco o COHIBA se identifica por muchos con el de la planta, a la que gran cantidad de cronistas denominaban indistintamente COHIBA, cojiba, cohoba, cojoba o coiba Mientras que, según crónicas de la época, Fray Bartolomé de Las Casas escribió, refiriéndose a la pipa con que los indios absorbían los polvos, " a estos palillos con que tomaban éste uno llamaban tabaco e nom a la yerba o sueño que les cobraba"

Por otra parte, el propio Fray Bartolomé describe que: "Hallaron por el camino mucha gente que atravesaba a su pueblos, mujeres y hombres siempre los hombres con un tizón en las manos(...), que son unas yerbas secas metidas en una cierta hoja seca también á manera de mosquete(..) encendido por una parte de él, por la otra chupan ó sorben ó reciben con el resuello para adentro aquel humo(..) Estos mosquetes o como los llamáremos, llamaban ellos tabaco "

Variados son los criterios sobre el origen de esta voz, lo cierto es que la confusión de los cronistas pudo estar dada, por no haber comprendido el panorama reinante ante sus ojos. Ello lo confirma Don Salvador de Madariaga, en su libro *Vida del muy magnífico señor don Cristóbal Colón*, al describir que "(..) cuando la Naturaleza le ponía oro delante en una forma nueva e inesperada, Colón no lo reconoció y lo dejó seguir devaneciéndose en humo ante sus propios ojos sin darse cuenta de su aroma"

Tal era la idolatría de los taínos (grupo indocubano más desarrollado) por la COHIBA que, llegaron a crear un rito para adorarla, que según Pedro Mártir de Anglería, cronista de las Indias, era descrito de la forma siguiente "Cuando los caciques desean consultar al Cemí acerca de los resultados de alguna guerra, o respecto de las cosechas o de su salud, penetran en el bohío consagrado al dios u absorben por la nariz la COHIBA que así llamaban a la planta que produce enajenamiento del anima" Después de desaparecida " la pasajera locura, cabizbajos y las manos en las rodillas, atónitos permanecen poco tiempo en esa posición y al fin aletargados levantan la cabeza, cual si despertasen de un pesado y



Gérard Depardieu, en el papel de Cristóbal Colón que desempeñó en la película 1492.

P2311

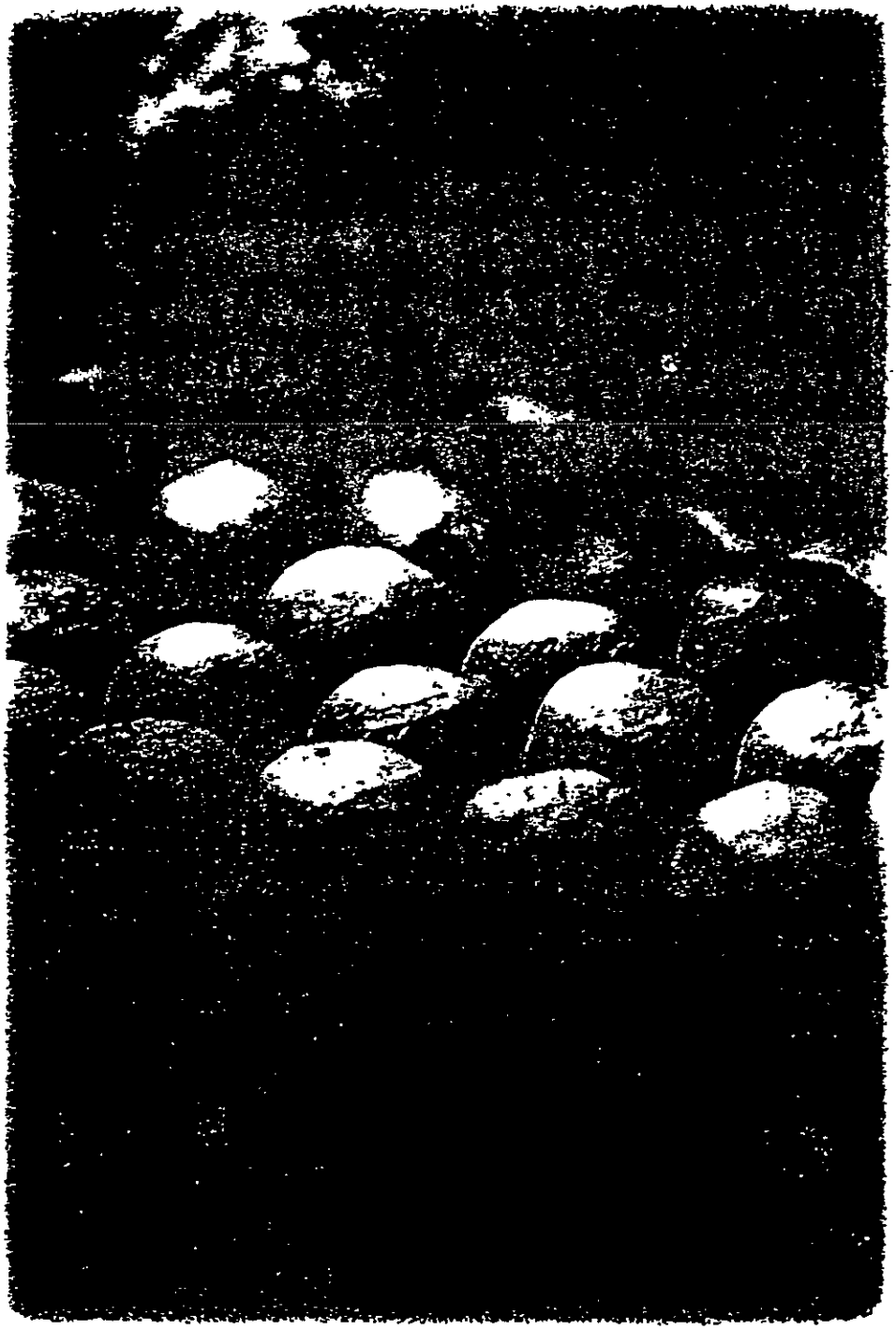
profundo sueño dirigiendo los ojos al cielo cuentan cuanto les ha comunicado el Cemí"

Los polvos de la COHIBA eran preparados triturando sus hojas, en recipientes dedicados a tales fines y, por último, depositados en el platillo colocado sobre la cabeza del Cemí, para ser absorbidos como vehículo capaz de propiciar la comunicación con la divinidad.

La COHIBA llegó incluso a convertirse en una hermosa leyenda de la mitología taína, la cual es citada por Antonio Núñez Jiménez en su libro *El viaje del habano* Según esta, Ayamanaco le echó a Caracaracol en la espalda una mucosidad hecha de COHIBA, en vez del casabe o pan solicitado Al regresar a su casa, " sus hermanos le miraron la espalda y vieron que la tenía muy hinchada, creció tanto aquella hinchazón que estuvo a punto de morir por lo que procuraron cortársela y no pudieron, mas, tomando un hacha de piedra, se la abrieron y salió fuera una tortuga viva, hembra, entonces edificaron una casa y llevaron a ella la tortuga"

El doctor Fernando Ortiz, en su libro *Contrapunteo cubano del tabaco y del azúcar,* establece un paralelo entre esta leyenda y los textos bíblicos, considerándola una especie de mito de Eva naciendo del costado del hombre De esta forma, el símbolo del erotismo y la génesis en la leyenda indoantillana, estaban dados por los polvos de COHIBA y no en la serpiente, los que al penetrar en la carne de Caracaracol engendraron otro ser, es decir, a la hembra o tortuga.

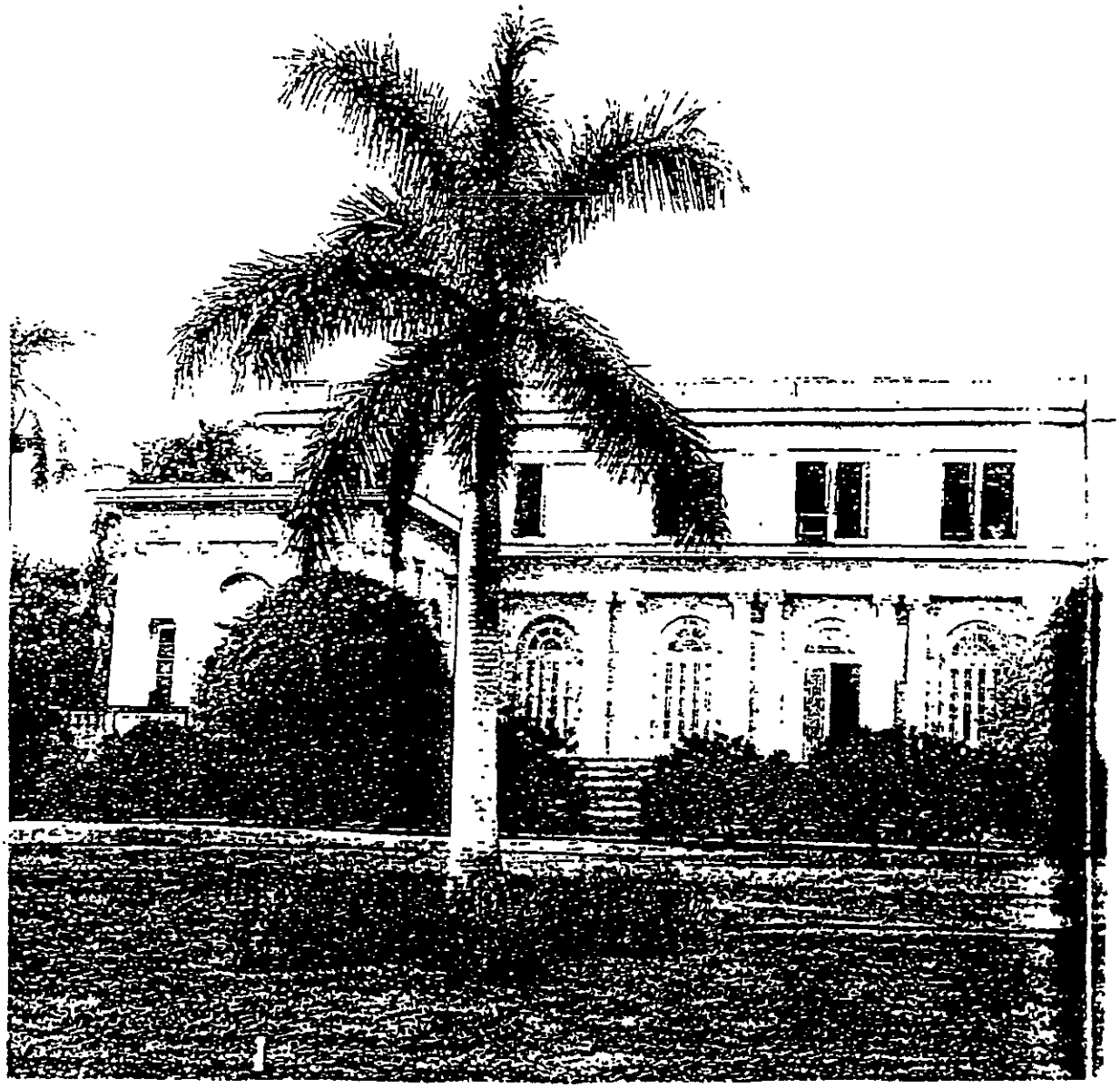
P2313



P2314

¿La Casa de los Misterios?

P2315



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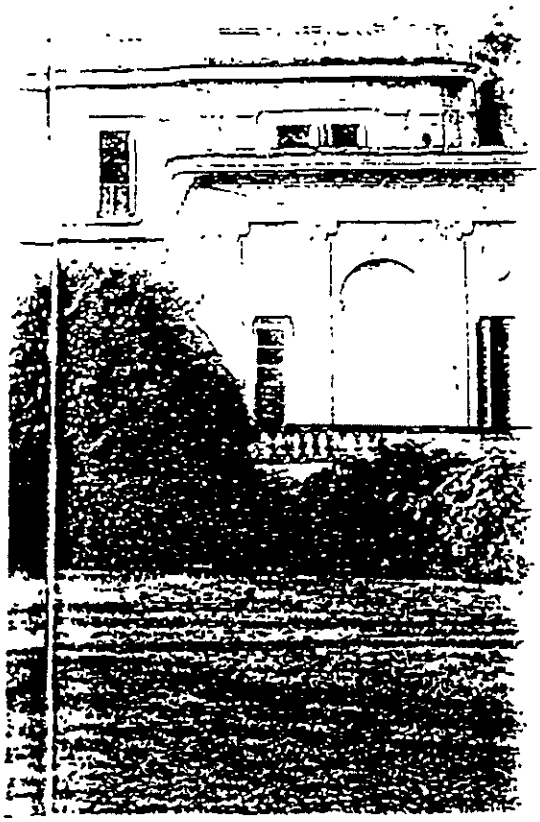
¿La Casa de los Misterios?



En 1967, por resultar pequeño el local que ocupaba hasta ese momento la Escuela de forcedoras, se decidió mudarla para su residencia actual, la cual era denominada por muchos La Casa de La Marina, por haber sido el domicilio de la Marina de Guerra Revolucionaria, durante los primeros años de la Revolución

Algunos relatos han tejido historias fantasticas sobre la llamada Casa de los Misterios y su vinculacion con la familia Carbajal, conocida en sociedad como Los Condes de Pinar del Rio

Lo cierto es que esta bella mansion ubicada en el Gran Bulevar (Ave 146 entre 21A y 23) del Reparto Residencial Country Club (actual Cubanacan) perteneció desde el termino de su construccion hasta poco antes del 1º de enero de 1959, a una de las familias adineradas de la decada de los anos 20 cuyos miembros no se autotitularon Condes ni eran de Pinar del Rio

Nos referimos a la familia Fowler compuesta por el matrimonio formado por Alberto Casimiro Fowler Jimenez y María de los Angeles Cabrera Sanchez subditos britanicos naturales de Cienfuegos y no de Pinar del Rio y los hijos Victoria de los Angeles, (Perla) Raul Alberto Ernesto Rafael y Maria Albertina (Aymee)

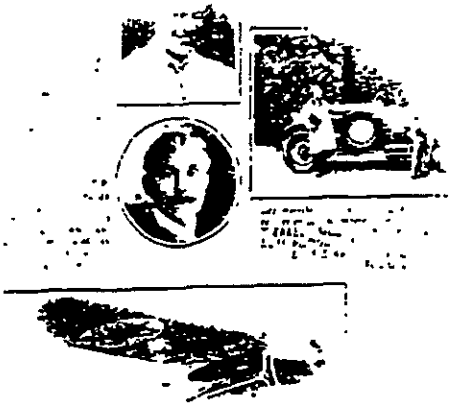
P2317

Algunos miembros de la familia Fowler

El Sr Fowler era hacendado, dueño del ingenio Narcisa en Las Villas (una de las antiguas 6 provincias cubanas) Cuenta una vecina de los Fowler que la familia transitó por una situación económica caótica durante la Segunda Guerra Mundial, la cual mejoró en los años siguientes De todos sus miembros, Perla resultó ser la de mayor vida social e incluso estuvo casada con Raúl Menocal, descendiente del que fuera Presidente de la República de Cuba

La vivienda en construcción y las parcelas colindantes, fueron compradas por los Fowler a la TRUST COMPANY OF CUBA en 1924 sociedad que las adquirió del Sr Eusebio L Azpiazu y Pradera, quien a su vez compró los terrenos a la COUNTRY CLUB PARK INVESTMENT COMPANY y comenzó a construir la residencia

El palacete que surgió desafiante sobre la pequeña colina en la que se encuentra ubicado víctima de la envidia de cuantos lo observaban, sirvió de escenario a múltiples



P2318

actividades sociales en las que no podemos descartar la presencia de los ilustres Condes de Pinar del Río o, incluso, la posibilidad de que se hubieran hospedado allí alguna vez como invitados de honor de la familia Fowler

Después del fallecimiento de Alberto Casimiro Fowler, en 1952 la vivienda quedó desahabitada hasta el año 1957, en que las herederas del señor Fowler la aportaron a una sociedad inmobiliaria para amortizar su participación como accionistas Es muy probable que debido a aquella etapa de olvido y soledad comenzara a ser denominada La Casa de los Misterios

Con independencia de la historia vinculada a esta bella mansión, según criterio del arquitecto cubano Daniel Taboada Esfinella (1931), quien goza de una vasta experiencia de treinta años en la esfera de la restauración, el edificio constituye un espléndido exponente constructivo de las primeras décadas del presente siglo, característico de los variables gustos de la más alta burguesía criolla de ese momento, cuyas dos plantas se destacan por la sobriedad y justas proporciones con que fue resuelta

La antigua mansión de los Fowler actual fábrica de tabacos El Laguito

P2319

La edificacion se levanta sobre un robusto basamento con baranda de balaustres y una amplia escalinata a la gran terraza, en la que se adelantan dos cuerpos laterales de una planta, que por su tratamiento deben haber sido ampliación informal de las actividades de los locales interiores inmediatos de la casona

Existe un dominante eje central que coincide con la entrada de la casa y la salida a los jardines posteriores, enriqueciendo las posibilidades visuales en sentido transversal con la secuencia de los espaciosos salones de recibo comedor, juego y biblioteca, gracias al uso de grandes puertas de corredera

En la parte posterior de la concentrada planta se sitúa la escalera de trazado curvo y elaborada baranda con elementos neoclásicos un tratamiento estilistico que se repite en los interiores caracterizados por el uso de panelados y recuadros en los muros, así como elegantes molduraciones en los techos, mientras que los exteriores como ya observamos, son mas animados dentro del espíritu renacentista frances que impregnó el eclecticismo del proyectista

La jardinería, que incluye un tipica guardarrava de palmas reales, apoya y destaca con su trazado las circulaciones y accesos de la residencia y se complementa con fuentes y estatuas de mármol

Al margen de la identidad de sus propietarios y de todas sus cualidades arquitectonicas, existe un secreto que imprime un sello inigualable a los puros procedentes de esta edificación y que forma parte del misterio que envuelve al COHIBA Tal vez venga dado por el microclima especial existente en ese lugar que facilita en un armonioso empaste la diaria creacion de verdaderas obras maestras, quizas propiciado por la altura los arboles que la rodean y la cercania del rio y el laguito

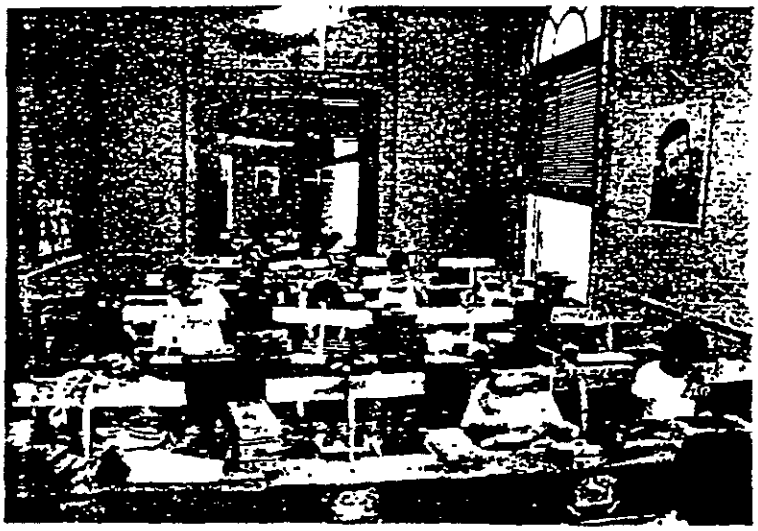
Esta residencia conjuga dentro del eclecticismo de la epoca los codigos historicistas con una gran funcionalidad de los espacios lograndose por su interrelacion un armonioso conjunto

Una residencia convertida en tabaquería

En los espaciosos salones del eje central de la planta baja, que fueron en su momento testigos de las deslumbrantes fiestas de sociedad, hoy se ubican cinco galeras donde los torcedores muestran su arte en señal de autentico recibimiento a los visitantes, teniendo como unicas herramientas el tablero la cuchilla (chaveta), una guillotina un pote de goma vegetal y, fundamentalmente, sus manos Las galeras constituyen el corazon de la fabrica

En esta planta se encuentra, ademas, el local de despacho de la materia prima, en el que se recibe la capa el capote y la ligada de cada una de las vitolas equivalente a una norma diaria de trabajo Los trabajadores que laboran aqui tienen la responsabilidad de mantener la humedad adecuada

Por ultimo, encontramos el área de inspeccion de calidad, donde se controla la producción diaria de las cinco galeras en mazos de 50 unidades Los tabacos que no reunan las condiciones requeridas en cuanto al tamaño, figura, apariencia y grosor son rechazados



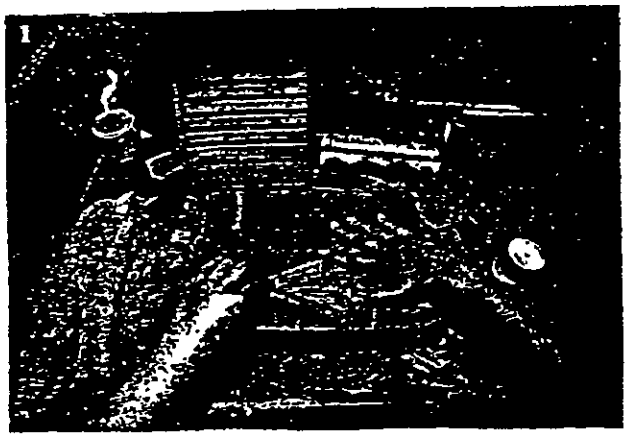
Las galeras constituyen el corazon de la fabrica

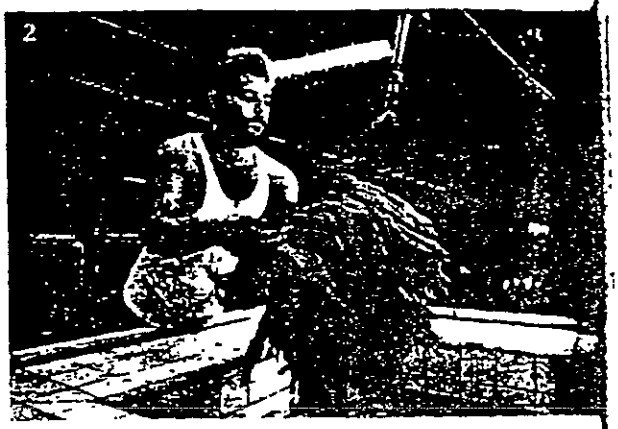
Area de control de calidad

P2321

Subiendo por la amplia escalera de trazado curvo llegamos a la planta alta, donde encontramos las áreas de acondicionamiento y ligada, y la de terminado En la de acondicionamiento y ligada Francisca Teresa Gonzalez, quien se considera con orgullo parte de la historia de este producto y de la fabrica cuenta que comenzo a trabajar en esta en el año 1967 Ella explica las caracteristicas de la llamada barajita, cuyo objetivo es la seleccion del tabaco que se utilizará en la ligada y la separacion del rezago de la hoja que no posee las condiciones optimas

Esta seccion recibe el tabaco de otra aledaña a la fabrica donde se estuvo realizando hasta 1993 la tercera fermentación, la cual tiene lugar hoy en el local donde se efectua el despalillo Por su parte, el área de terminado incluye la escogida y envasado el anillado fileteado o adornado, el sellaje y la revision final de calidad





P2322

En la escogida laboran verdaderos expertos que diariamente clasifican los puros por colores o tonos diferentes y los colocan posteriormente en los cajones, de forma tal que las tonalidades aparezcan de oscuro a claro, de izquierda a derecha, y seleccionan además la cara del puro que tendrá el privilegio de observarse al abrirse el cajon de COHIBA elegido por el consumidor

Los anilladores retiran los puros de los cajones recibidos de la escogida para colocarles las anillas en la cara de cada uno sin alterar en modo alguno el orden de las tonalidades o la cara seleccionada

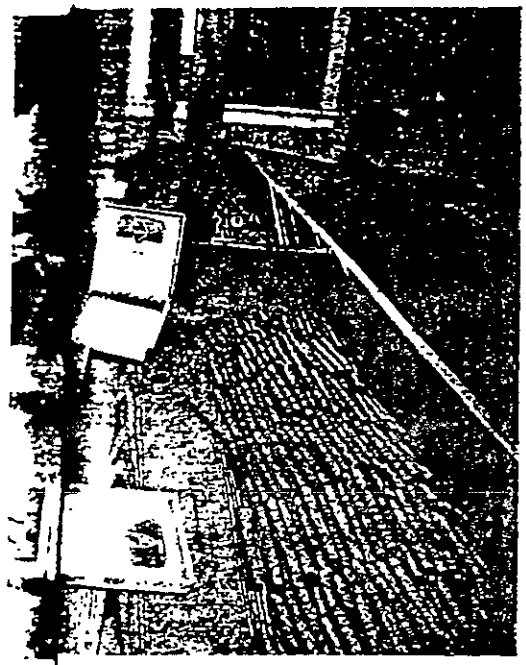
Posteriormente, en el fileteado o adornado se le colocan a los cajones los atributos restantes tales como la estampilla Habanos y el Sello de Garantía Nacional de Procedencia Por ultimo todo el trabajo realizado hasta ese momento es sometido a un nuevo control de calidad desde el punto de vista de sus atributos externos

El recorrido termina en el edificio de la administracion, donde los cajones son embalados y almacenados en la nevera hasta su entrega a la empresa exportadora

1 Torcido
2 Moja
3 Barajita
4 Escogida de colores
5 Transportacion de la materia prima hacia el area de acondicionamiento y ligada

6 *Control de calidad*

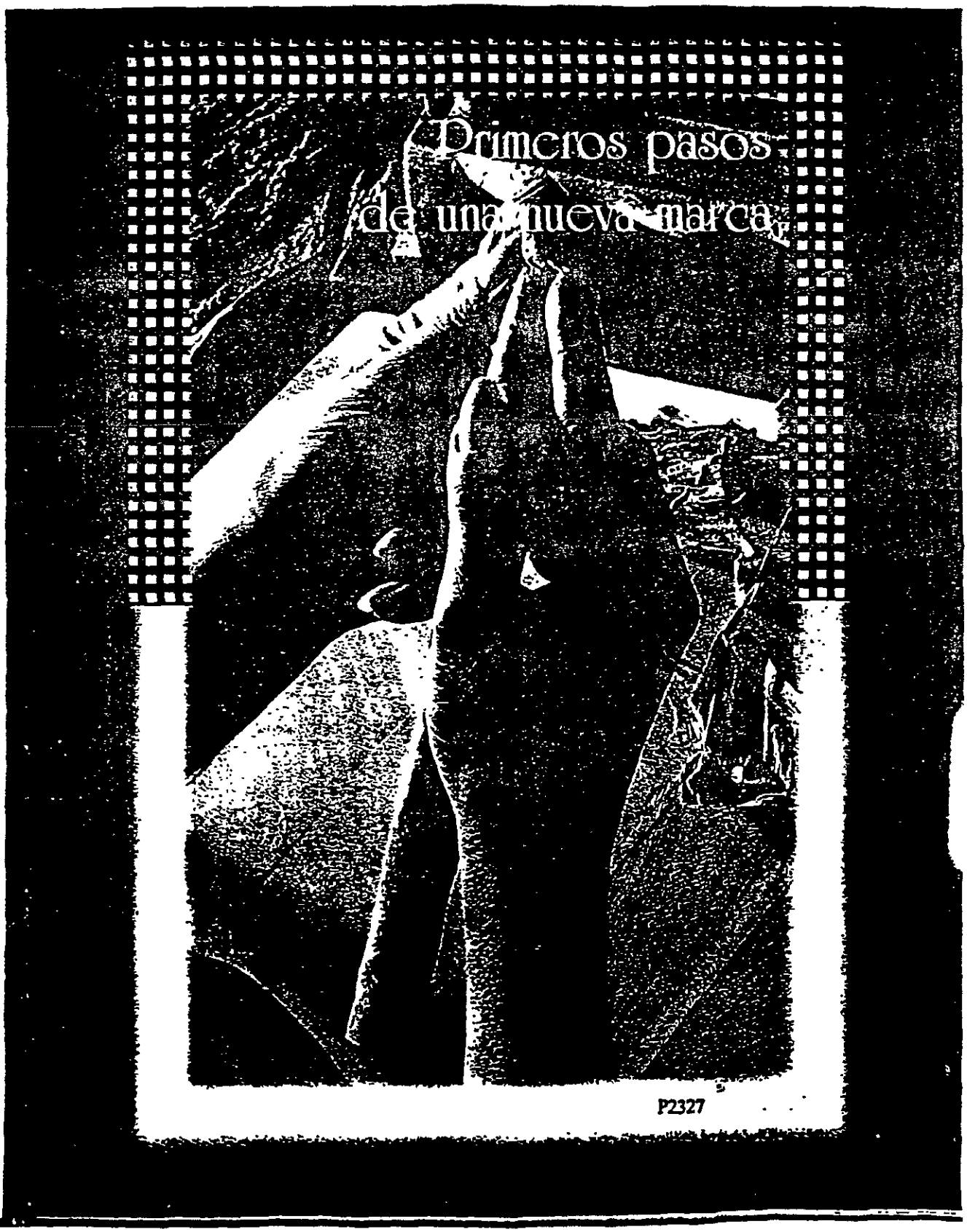
P2324



7 Lavasado
8 Terminado
9 Anillado

P2325

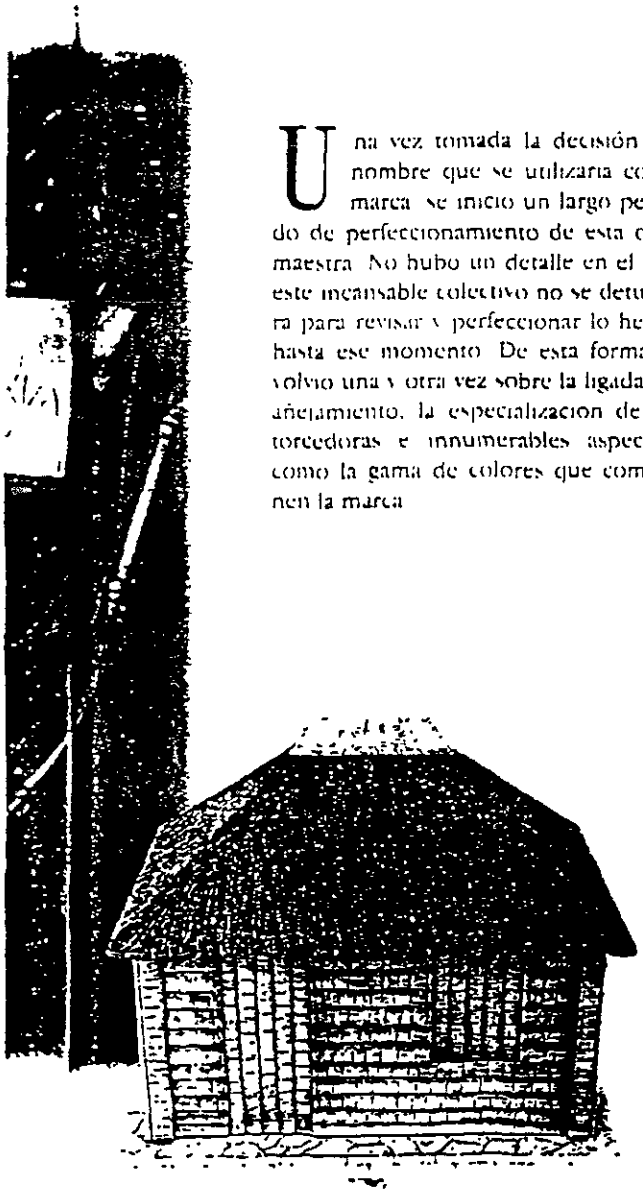
P2326


Primeros pasos
de una nueva marca.
P2327

Los habanos COHIBA recorren el mundo como obsequios especiales del Estado cubano en cofres de maderas finas que reproducen desde un habio hasta edificaciones historicas

P2328

Primeros pasos de una nueva marca



Una vez tomada la decisión del nombre que se utilizaría como marca se inició un largo período de perfeccionamiento de esta obra maestra. No hubo un detalle en el que este incansable colectivo no se detuviera para revisar y perfeccionar lo hecho hasta ese momento. De esta forma se volvió una y otra vez sobre la ligada, su añejamiento, la especialización de las torcedoras e innumerables aspectos, como la gama de colores que componen la marca.

Este último detalle constituye uno de los aspectos que caracterizan los COHIBA, los cuales se catalogan en 65 matices diferentes de color envasándose cada uno en cajas aparte, a fin de que el experto fumador escoja el matiz deseado dentro de esta amplia gama.

En forma paralela, profundizaron en la necesidad de ampliar el vitolario de la marca y es a partir de ese momento que Eduardo y sus colaboradores se dieron a la tarea de crear dos nuevas vitolas. Después de un tiempo de exhaustiva búsqueda y de comparación con las tradicionales, surgieron El Laguito No. 2 y el No. 3.

En 1967 se hicieron las primeras pruebas de envases para lo cual fueron creados cofres de madera fina tallados que reproducían desde un bohío hasta lugares históricos y edificaciones representativas de la Ciudad de La Habana. En la actualidad el Consejo de Estado de la República de Cuba continúa ofreciendo estos cofres con tabacos de la marca COHIBA como obsequio de gobierno a altas personalidades extranjeras.

P2329

Lo descrito con anterioridad no era suficiente. Faltaba un último elemento para completar el culto a los dioses, faltaba crear la imagen gráfica de la marca. La responsabilidad de este trabajo, Celia se la confirió a un Grupo Creativo, adscrito al Ministerio de la Industria Alimenticia, que venía desde hacía algún tiempo realizando diferentes trabajos vinculados a proyectos bajo su responsabilidad.

En las primeras semanas de 1969, previa propuesta del Grupo, se aprobó el primer diseño de la marca COHIBA, creado por Daniel García.

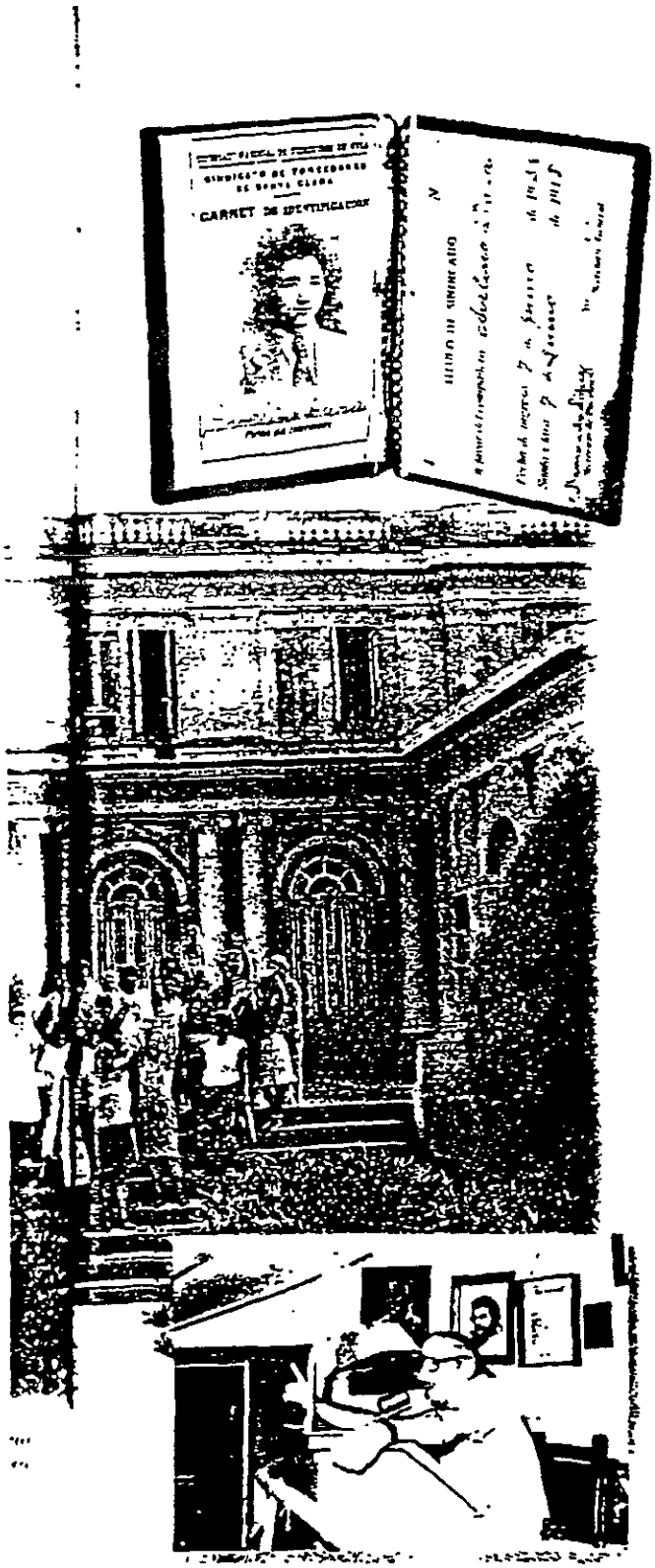
Los nombres de las primeras vitolas de la marca COHIBA correspondieron igualmente al trabajo desarrollado por ese equipo. A su ingenio se deben las denominaciones de Lanceros, Coronas Especiales y Panetelas.

De esta forma, en 1969, el tabaco creado por Eduardo Rivera ya tenía un nombre de marca, una imagen y dos hermanos más pequeños, capaces de ampliar el diapasón de preferencias del COHIBA.

En 1970 se inició una nueva etapa de este proyecto. La Escuela de Torcedoras, hasta entonces dirigida por Eduardo Rivera, adquirió la condición de empresa, atendida por Cubatabaco, el organismo que en aquella época tenía a su cargo la producción y exportación de los habanos.

La dirección de la nueva entidad productiva la asumió Avelino Lara, hombre nacido en una vega de la finca La Aguadita, a tres kilómetros de Báez, provincia de Las Villas, quien estuvo al frente de la fábrica de manera ininterrumpida hasta 1994.

Avelino Lara, nacido en una vega, se inicia en el oficio de torcer a los 13 años y consagra un cuarto de siglo de su vida a la fábrica El Laguo



Los 25 años de Avelino Lara

Desde sus primeros años Avelino estuvo en contacto directo con el aroma inconfundible del tabaco, pues sus abuelos maternos de origen canario, se dedicaban al cultivo de ese producto. A pesar de que a los cuatro años de edad se traslada a Santa Clara, nunca pierde la menor oportunidad para visitar la finca de sus abuelos con el objetivo de ayudarlos con los sembradíos.

A los trece años de edad la situación económica de la familia lo obliga a buscar un oficio, por lo que sin titubear se dirige a la fábrica El Rey de Oro de Santa Clara. Después de cuatro años de duro aprendizaje de todos los oficios de la industria tabacalera solicita, en 1938, su evaluación como torcedor.

Su inconformidad constante con el sistema de trabajo impuesto lo impulsa a partir hacia La Habana, lo cual ocurre en el año 1945. En sus primeros meses en la urbe capitalina trabaja en diferentes chinchales. La crisis económica derivada de las secuelas de la Segunda Guerra Mundial lo obliga a buscar nuevos horizontes, por lo que decide trasladarse a San Antonio de los Baños, lugar donde se dedica a torcer la hoja de uno de los cosecheros de la zona. Confiesa Avelino que Partido constituía algo extraordinario, algo verdaderamente nuevo, pues no conocía la cultivo e industria del tabaco tapado.

P2331

En 1947 retorna a la Habana y comienza a trabajar esta vez en la fábrica La Cadenita, ubicada en el número 1569 de la Calzada del Cerro. Cinco años después se traslada a la fábrica H. Upmann y en 1954 a Por Larrañaga. Allí Avelino coincide con *Chicho*, Eduardo, *Camaguey* y *Gomito*. Al igual que Eduardo asegura haber aprendido mucho de Azcuy, sobre todo lo relativo a la fermentación del tabaco. "Tuve el honor incluso de que me continuara aconsejando ya en El Laguito. Recuerdo que en cada visita me aportaba algo nuevo."

Dada su peculiaridad de estar siempre en un cambio constante, en el año 1958 se traslada nuevamente a la fábrica H. Upmann y en 1962, ya con el triunfo revolucionario, pasa a ser jefe de Capacitación de la Empresa Consolidada de Tabaco Torcido. En los primeros meses de 1966 se integra a la recién creada Empresa Cubana del Tabaco Cubatabaco, donde labora hasta el 15 de enero de 1970.

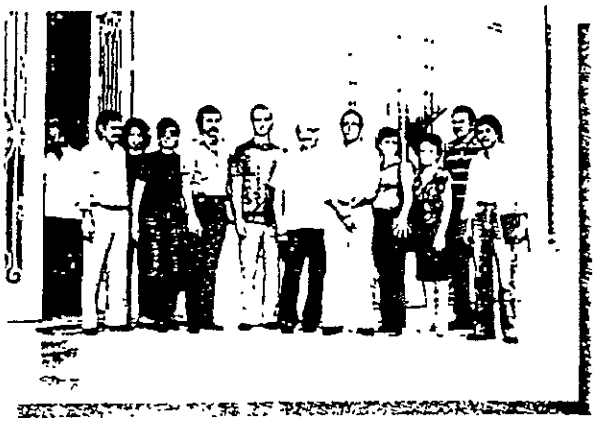
Al decidirse el paso del Plan Especial del Laguito a esta última y dado el destino de su producción, Daniel Solana, Viceministro de la Industria Alimenticia (MINAL) y Director de Cubatabaco, encuentra en Avelino la persona de confianza para dirigir la fábrica El Laguito.

Cuenta Lara que en ese período contó con el apoyo de Francisco Toraño, Jefe de Materia Prima de Cubatabaco y considerado uno de los mayores conocedores de la rama cubana, el cual le garantizó el suministro de la hoja requerida para mantener la homogeneidad de la ligada del COHIBA.

La conversación con Avelino condujo necesariamente a retomar el tema de la llamada tercera fermentación.

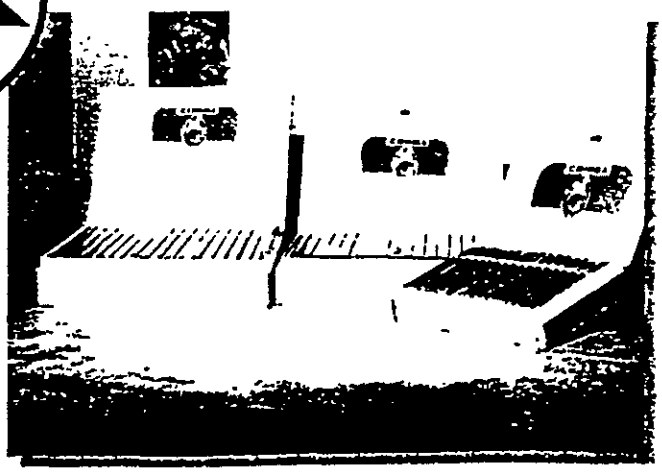
> El tabaco en el campo sufre dos fermentaciones generales. Después que las hojas de ligero y seco se mojan, despalillan, secan y orean, a su arribo a la fábrica, se someten a una nueva fermentación, esta vez en barriles reservados expresamente para que transiten por el último añejamiento.
> El tabaco se embarrila cuando ha perdido humedad como resultado del proceso antes descrito. Estos barriles se colocan en un lugar totalmente cerrado y es a partir de ese momento que el tabaco húmedo comienza a generar calor hasta llegar a 50 grados centígrados aproximadamente. Con este proceso las enzimas comienzan a fermentar y las hojas expulsan las sustancias nocivas que le facilitan al tabaco el buen fumar.
> Para mí el añejamiento es tan importante en el tabaco como en el vino y el Cognac.

Roberto Luech, Director General de la sociedad francesa COPROVA, comprueba la calidad de la hoja en proceso de fermentación en compañía de Avelino Lara



A Avelino le corresponde el período en que la marca sale del anonimato, lentamente. Las primeras presentaciones en público del COHIBA se realizaron en la primera mitad de la década del 70, mediante ventas en algunos de los mercados para diplomáticos de la capital y en aeronaves de Cubana de Aviación, que eran abastecidos ambos por el "Salón Humidor" aledaño a la fábrica H Upmann.

En el año 1975 en ocasión del Primer Congreso del Partido Comunista de Cuba, COHIBA estuvo presente con su segunda imagen de marca. En 1979, su degustación constituyó un motivo más de satisfacción para los asistentes a la Sexta Cumbre de los Países No Alineados, celebrada en el Palacio de las Convenciones, donde comenzó a venderse a partir de ese momento.



Las tres primeras vitolas de COHIBA reciben la distinción de Marca Estatal de Calidad

Otra de las satisfacciones recibidas por Avelino Lara fue al convertirse COHIBA en la primera marca de habanos en recibir la distinción de Marca Estatal de Calidad, la cual le fue conferida mediante Resolución No 9581, de fecha 19 de noviembre de 1981, dictada por el Ministro Presidente del entonces Comité Estatal de Normalización de la República de Cuba La Comision que tuvo la responsabilidad de otorgarle dicha distinción a las tres vitolas de la marca estuvo presidida por Félix Enrique Mons, antiguo especialista de Cubatabaco que desde hace algunos años trabaja en la tienda de Quinta Avenida y calle 16, en Miramar, especializada en la venta de habanos Todos los miembros de la referida Comisión, coincidieron en que los COHIBA resultan extraordinarios y capaces de satisfacer el paladar mas exquisito Esta distinción se le otorgo en sucesivas ocasiones

Rememora Avelino con entera satisfaccion que tuvo el honor de haber elaborado el tabaco que acompañó al hoy General de Brigada Arnaldo Tamayo Méndez, en su viaje al cosmos, que lo convirtiera en el primer latinoamericano que efectuara esa gran hazana

Un momento trascendental en la historia de este producto mítico tiene lugar a partir de 1982, cuando los COHIBA rompen su anonimato total y pasan a ser comercializados internacionalmente Ello fue posible despues de doce largos años de perfeccionamiento de las torcedoras y demás especialistas del Laguito y al poderse obtener de la naturaleza las cantidades suficientes para satisfacer con igual ligada a un mayor número de consumidores

El lanzamiento internacional de la marca COHIBA fue realizado ese propio año, en el Hotel Ritz de Madrid España fue escogida para este evento por constituir el mayor consumidor de habanos

Cinco años más tarde, durante la V Feria Internacional de La Habana, COHIBA recibe el reconocimiento de la Medalla de Oro a la Calidad y la admiración de todos los visitantes cubanos y extranjeros, al visitarla, Jesús Montané Oropesa, actualmente ayudante personal del Comandante en Jefe, comento " Me percaté de la estimación que tienen por los COHIBA el día que regalé una caja Aquel señor me lo agradeció tan efusivamente que me quedé sorprendido "

1 El señor Jesús Vázquez representante de Cubatabaco en el lanzamiento de COHIBA en el Hotel Ritz de Madrid España

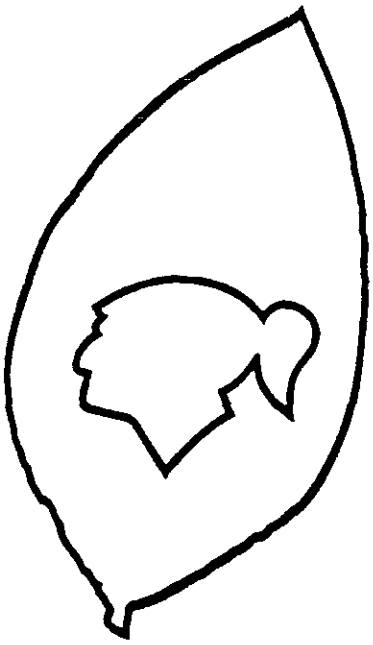
2 Los señores Francisco Fernández Ordóñez ex ministro de Hacienda de España y Manuel Luque ex presidente de Tabacalera S A durante la presentación internacional de COHIBA

P2335

P2336

Evolución de la imagen gráfica

COHIBA



P2338

Evolución de la imagen gráfica

La mayoría de las marcas notorias ha sufrido en su larga vida un proceso evolutivo del diseño que las distingue, lo cual ha estado motivado en muchos casos por la necesidad de adecuarlas a las tendencias gráficas que se van imponiendo en cada momento. De acuerdo con las estrategias definidas por cada una de las empresas en unos casos las transformaciones han sido radicales y en otros sólo han modernizado los diseños originales.

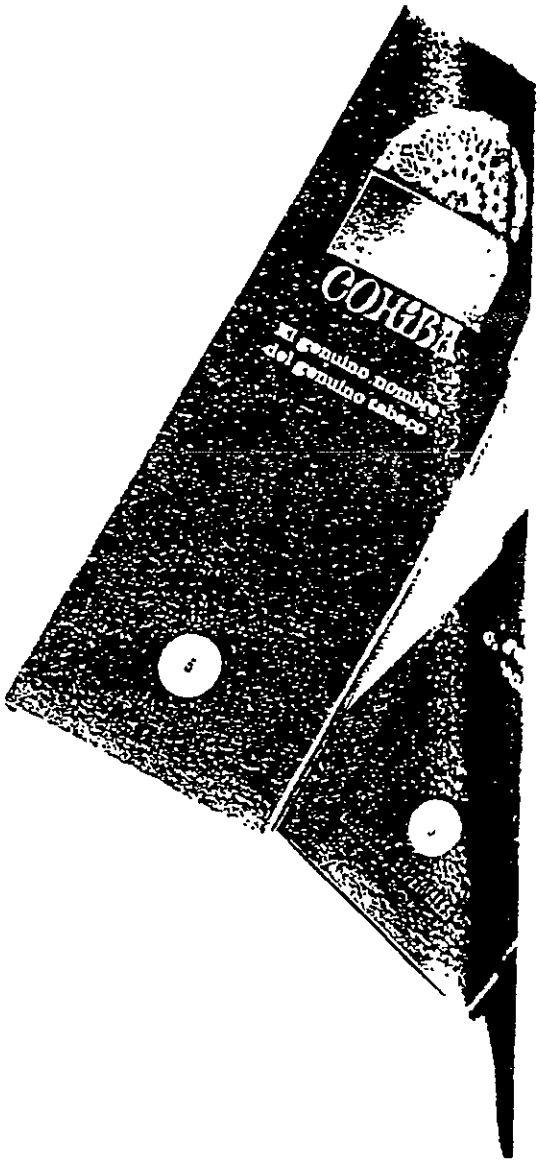
A diferencia de las restantes marcas tabaqueras cubanas muchas de las cuales han poseído diferentes diseños aunque siempre relacionados con las diversas formas de presentación de toda la gama de productos que la componen la imagen gráfica de la marca COHIBA ha transitado por tres etapas en las que han estado presente ambas tendencias antes citadas.

Primera etapa

El primer diseño de la marca COHIBA fue creado en el año 1969 por Daniel García Rojas, quien posee una amplia experiencia como diseñador. Daniel comenzó su carrera en el año 1950. Ha sido galardonado con más de 30 premios nacionales e internacionales y se le considera uno de los 100 mejores ilustradores de cuentos infantiles según Feria de Bolonia. En 1959 obtuvo el primer premio del Primer Concurso de Carteles realizado por el gobierno revolucionario.

Recuerda Daniel que el diseño de la marca COHIBA fue una de sus primeras creaciones dentro del Grupo que realizaba trabajos para Ceha. Con ese propósito los restantes miembros del Grupo efectuaron una amplia investigación acerca de los antecedentes del vocablo COHIBA.

Después de numerosas pesquisas en archivos y bibliotecas, Daniel decidió que el diseño debía estar basado en la hoja de tabaco, por lo que la reprodujo en líneas blancas sobre un fondo negro, abriéndolas en forma de abanico hasta formar una figura geométrica compuesta por dos medios puntos, propios de la arquitectura colonial, vinculando así el diseño de la marca a ambos orígenes. El nombre de la marca quedó escrito con una tipografía ornamental en color dorado, entre los dos medios puntos.



Anilla y petacas correspondientes al primer diseño de la marca

La calidad del diseño y su aplicación era transmitida por medio de los colores utilizados el blanco para el logo de marca el dorado en la palabra y el negro como fondo en toda la habilitacion de los cajones y en las petacas

Estas ultimas se sustentaban en dos elementos fundamentales utilizar un calado en su parte superior, protegido por un papel de celofan, de forma que se pudieran ver las anillas de los tabacos, y con un sistema de corredera plegable para facilitar la abertura y la extraccion de los tabacos Asimismo Daniel creo las anillas en forma de banda las que se mantienen hasta hoy con independencia del diseño utilizado

El diseño de la marca COHIBA rompio los esquemas tradicionales en lo relativo al color utilizado pues nunca el color negro habia estado presente de una forma tan generalizada en las habilitaciones de las marcas cubanas

Segunda etapa

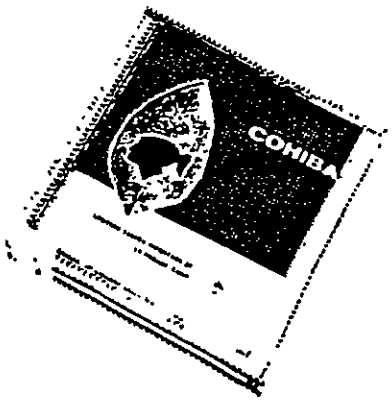
El primer diseño de la marca COHIBA fue utilizado durante muy poco tiempo Se consideró distante de la idea que se deseaba transmitir, debido al predominio del elemento colonial sobre el indígena En esta ocasión el trabajo se le encargó al Centro de Diseño del MINAL.

La labor creativa fue realizada por un colectivo de trabajadores encabezados por Humberto Cabezas y el diseño resultó de la imaginación de Mario Sola Méndez

Su objetivo consistió en vincularlo con la raíz aborigen de la marca Desde el principio Sola se propuso utilizar los colores negro y dorado de forma tal que transmitieran elegancia y distinción No obstante, el color dorado tuvo que cambiarlo por el ocre, debido a determinados problemas de impresión

En la fase inicial creó tres bocetos para petacas basados en los conceptos anteriores El primero estaba compuesto por una planta de COHIBA en primer plano y al fondo un paisaje cubano con palmas y un caney (bohío cónico hecho con palos y cañas) En el segundo utilizaba una hoja de COHIBA como elemento principal, una planta en el segundo y una palma en el plano siguiente En el tercero reprodujo un indio en cuclillas fumando unas hojas enrolladas de COHIBA frente a una fogata En las tres propuestas el paisaje le daba la vuelta a la petaca hasta llegar al reverso A pesar de ordenarse en trazos realistas expuestos de moderna forma recordaban los diseños de las antiguas habilitaciones, rellenas barrocamente con exceso de decoración y relieves en color dorado.

En virtud de esas observaciones, Solá decidió realizar algo nuevo con cuatro elementos básicos y así romper con los cánones establecidos Optó por utilizar como *background* una trama simbólica y simplificar al máximo al indio transmitiendo el realismo solamente mediante la hoja de COHIBA De esta forma en las dos terceras partes superiores de la petaca corrió una trama de rayas negras cruzadas, en contraposición con los fondos parejos de pálidos tonos de color pastel, *indian-cream* o blanco, de los diseños tradicionales Sobre la trama y casi al centro de la petaca, ubicó la hoja de COHIBA, con texturas y color realista e, inscrita en ella, la silueta de perfil de un indio con un *outline* blanco como ribete El tercio restante de fondo blanco lo utilizó para incluir determinados textos



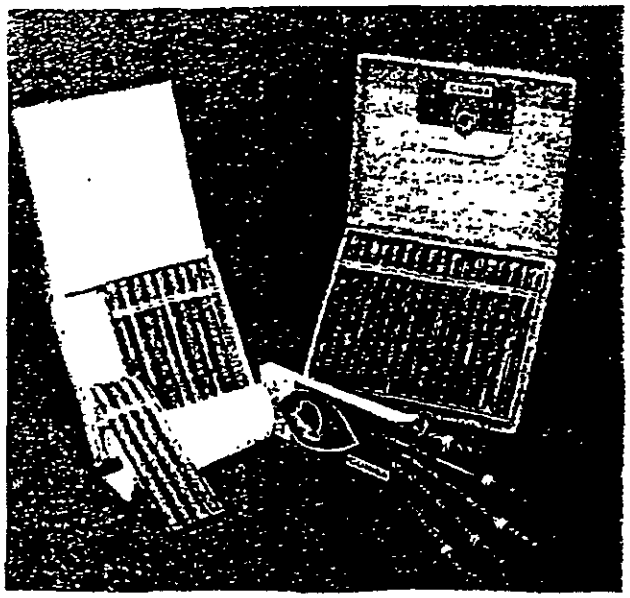
Anilla, cajon y petaca del segundo diseño de la marca.

Para crear la imagen del indio que debía estar presente en el diseño de la marca, se tuvo en cuenta las características morfológicas de los Araguacos de Sudamerica, de los cuales descendían los indios taínos cubanos que habitaron la zona comprendida entre Maisí, Baracoa y Guantánamo, quienes fueron considerados el grupo indocubano más desarrollado. Los taínos cubanos fueron grandes conocedores y consumidores del tabaco. Para lograr dicho objetivo Sola se basó en obras plásticas que de los Araguacos había hecho el artista José Martínez, quien a su vez se había basado en las investigaciones antropológicas realizadas hasta la fecha.

El nombre de la marca lo situó en la parte superior derecha de la petaca, sobre un rectángulo blanco abierto en la trama de *background* con tipografía *univers extended*, de trazo grueso y sencillo, donde sus letras C y O son redondas y de gran legibilidad.

Mario Sola ideó igualmente la aplicación del diseño a los diferentes envases de las tres vitolas es decir, cajones habilitados petacas y *displays* (expositor). Las anillas en forma de banda estaban compuestas en su mitad superior por la trama blanca y negra de *background*, debajo de ésta una franja blanca incluía el nombre de la marca y en el borde inferior un ribete ocre.

El segundo diseño de la marca COHIBA comenzó a utilizarse en el primer lustro de la década de los años 70 y, a pesar de la ruptura de los cánones establecidos en las marcas tradicionales cubanas, fue imponiéndose en el mercado como símbolo del más sublime de los habanos.



P2343

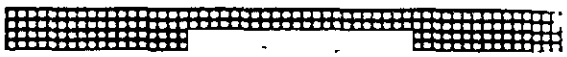
Tercera etapa

Al comenzar la comercialización internacional de COHIBA, en el año 1982, teniendo en cuenta su posición en relación con las restantes marcas de habanos Cubatabaco decidió utilizar los estuches barnizados los cuales transmitían una imagen más elitista que los habilitados

En la segunda mitad de la década de los años 80 tras un amplio análisis se llegó a la conclusión de que la papeleta de marca no evocaba una imagen acorde con la calidad del producto, razón por la cual se le encargó a la agencia española de publicidad Creactual S A la modificación del diseño de la marca COHIBA

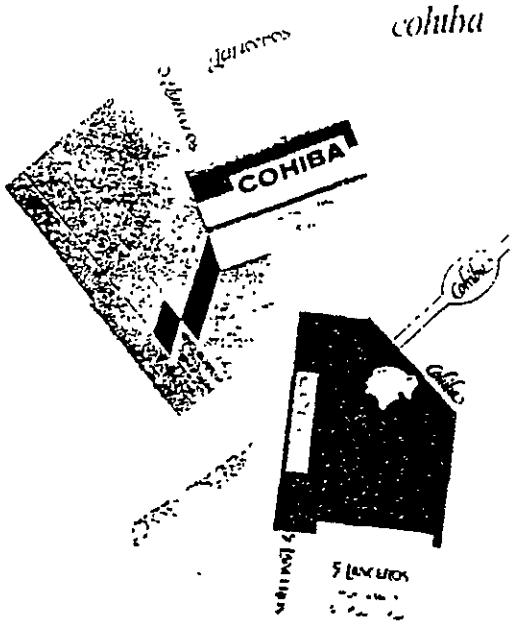
La referida agencia presentó varias propuestas, que en su mayoría rompían con la imagen anterior Finalmente, al tomar en cuenta que la antecesora era ya conocida en el mercado, a diferencia de la segunda etapa se decidió solo adecuarla a exigencias más elitistas y modernas, manteniéndose aquellos componentes más perdurables en la mente del consumidor, la tipografía de la palabra COHIBA, la silueta del indio y la trama negra y blanca

A partir de todos estos elementos después de algunas semanas de debates entre los especialistas de Creactual S.A y de Cubatabaco se llegó a la conclusión que el color dorado tenía que estar presente en el diseño por la elegancia que transmitía Una vez decidido, se determinó mantener

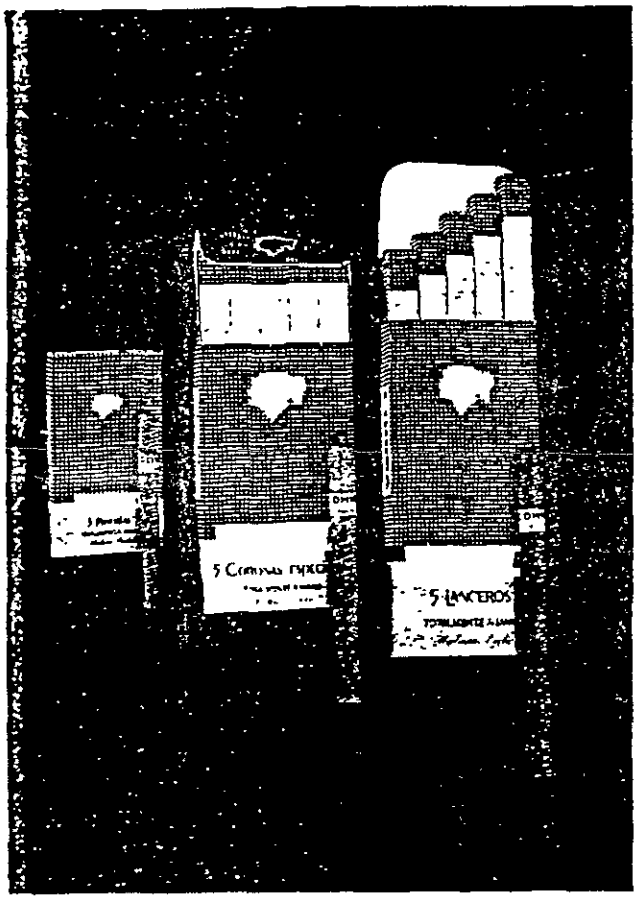


Habana, Cuba

Anilla de la tercera y actual etapa de COHIBA



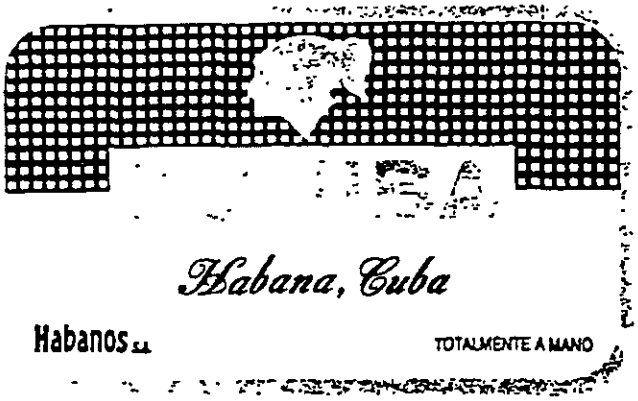
Primeras propuestas de diseño de petacas presentadas por Creactual, S A



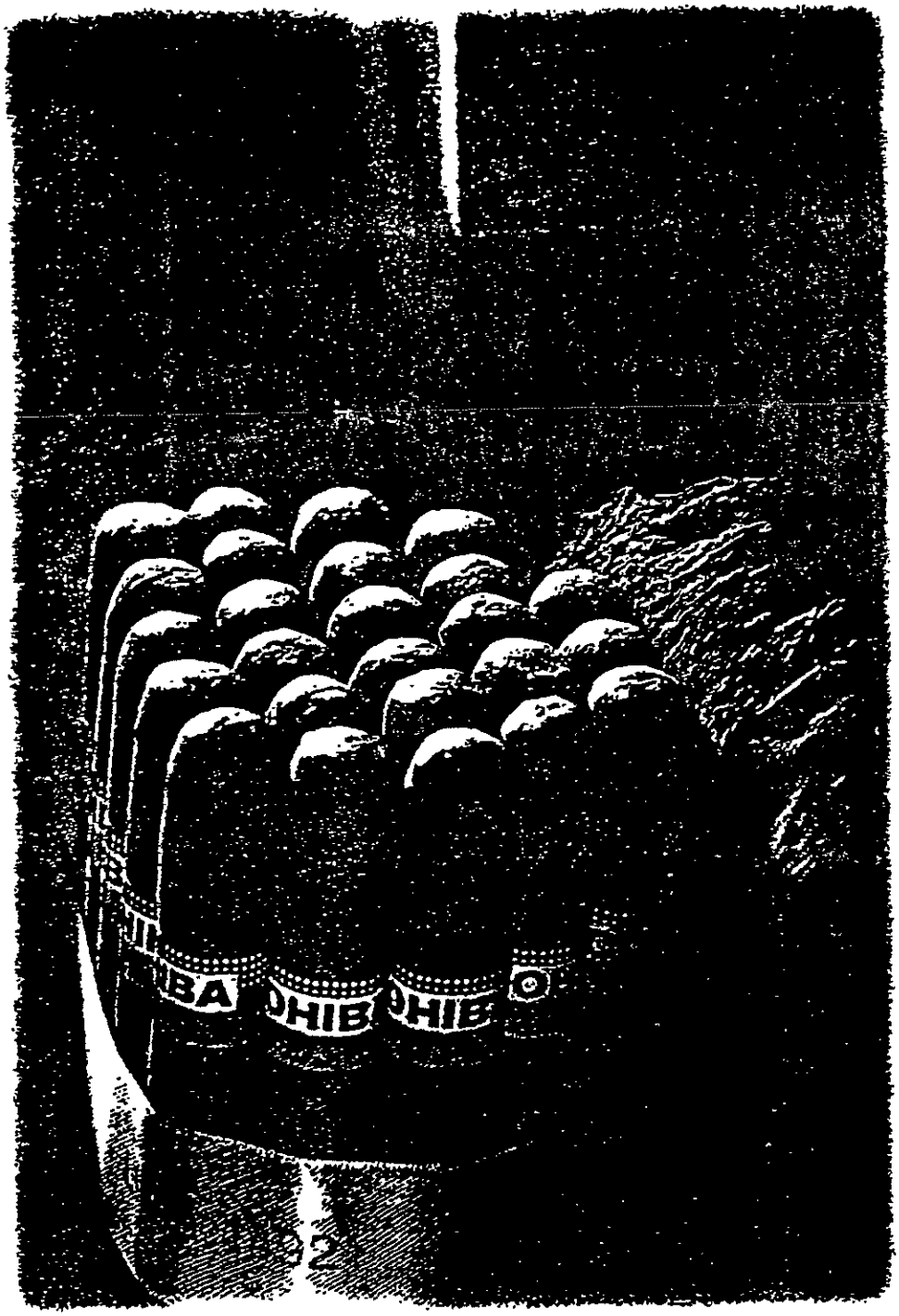
la trama negra y blanca en la misma forma del anterior e incluir debajo de esta, una franja de color naranja, específicamente el pantone 12.35, con el objetivo de transmitir el aspecto orgánico del tabaco como materia viva

Por último, todas las variantes estudiadas indicaron que el color dorado debía estar presente en la imagen del indio y en la palabra y, para lograr una composición homogénea, se decidió incluirlo en el cintillo que sería utilizado como recuadre total de la papeleta. Para lograr un mayor realce, se determinó utilizar el relieve en el indio y en la tipografía de la marca

Esta nueva imagen obtenida por el diseñador español Benjamín Echavarrea, fue aplicada igualmente a todos los envases de la marca COHIBA en la forma renovadora que hoy llega a ustedes rompiendo todos los esquemas tradicionales y confirmando la calidad inigualable del rey de los habanos



Petacas y papeletas de marca del diseño actual de COHIBA



P2346

La estrategia del éxito

P2347

La estrategia del éxito

No se podría finalizar el recorrido de 30 años de historia de la marca COHIBA, sin abordar algunos de los aspectos que han ido conformando su estrategia marcaria, lo cual nos obligó a hurgar en el laborioso mundo de la comunicación y en el trabajo realizado por los especialistas de marketing que han tenido a su cargo, en un momento u otro, la responsabilidad del trabajo de comunicación de COHIBA.

Con el objetivo de obtener la información necesaria tocamos a la puerta de la Sra. Ana López García, Licenciada en Economía del Comercio Exterior, actual Directora de Marketing de Habanos S.A., la sociedad que exporta los habanos a todo el mundo con excepción de Francia.

El hecho de haber estado vinculada desde hace algunos años con la estrategia de marketing de los habanos en general y de la marca COHIBA en particular, constituye para Ana un orgullo, además de una gran responsabilidad.

Ante la obligatoria pregunta relativa al punto de partida, Ana manifiesta que el año 1990 resulta de especial connotación, por cuanto es en ese momento cuando Cubatabaco fortalece a nivel

Uno de los aspectos mas importantes lo fue el posicionamiento de las marcas tabacaleras cubanas, definido por medio de la llamada piramide marcaria del habano, que permitió determinar el lugar que ocuparia cada una de ellas en el mercado, a partir de la consulta de estudios motivacionales las investigaciones de mercados y del analisis de precios y productos

COHIBA ocupo por derecho propio el lugar cimero de la piramide marcaria por su carácter exclusivo y calidad diferenciada, muy por encima de otras con una historia de mas de 100 años en el mercado

A la consecuente pregunta de qué elementos han contribuido a esa imagen de marca tan fuerte en un plazo tan breve de existencia, Ana manifiesta

Según los resultados de una investigación realizada a finales de la decada del 80 en España donde se localiza su principal mercado la notoriedad y presuncion fueron algunos de los sentimientos descubiertos en la mente de los consumidores de COHIBA Producto de uso poco frecuente, generalmente fuera del hogar de acceso limitado, simbolo de lujo reservado por años solo a regalos de gobierno fueron características señaladas por los encuestados, que como promedio le recuerdan en un 89 % de los casos

COHIBA
MONTE CRISTO
HABANA
CUABA
H. UPMANN
HABANA
ROMEO Y JULIETA
DE
ALVAREZ Y GARCIA
HABANA
LA GLORIA CUBANA
DE
C. E. G.
HABANA
PUNCH
MANUEL LOPEZ
POR
LA AÑAGA
DIPLOMATICOS
HABANA
MARQUEZ
HABANA
JUAN LOPEZ
HABANA
SANCHO PANZA
CUESTA Y CIA
HABANA
SAINT LUIS REY
HABANA
FONSECA
HABANA
LA FLOR DE CANO
J. CANO
HABANA
DE LUXE
CORONAS
QUINTERO
HABANA
BELINDA

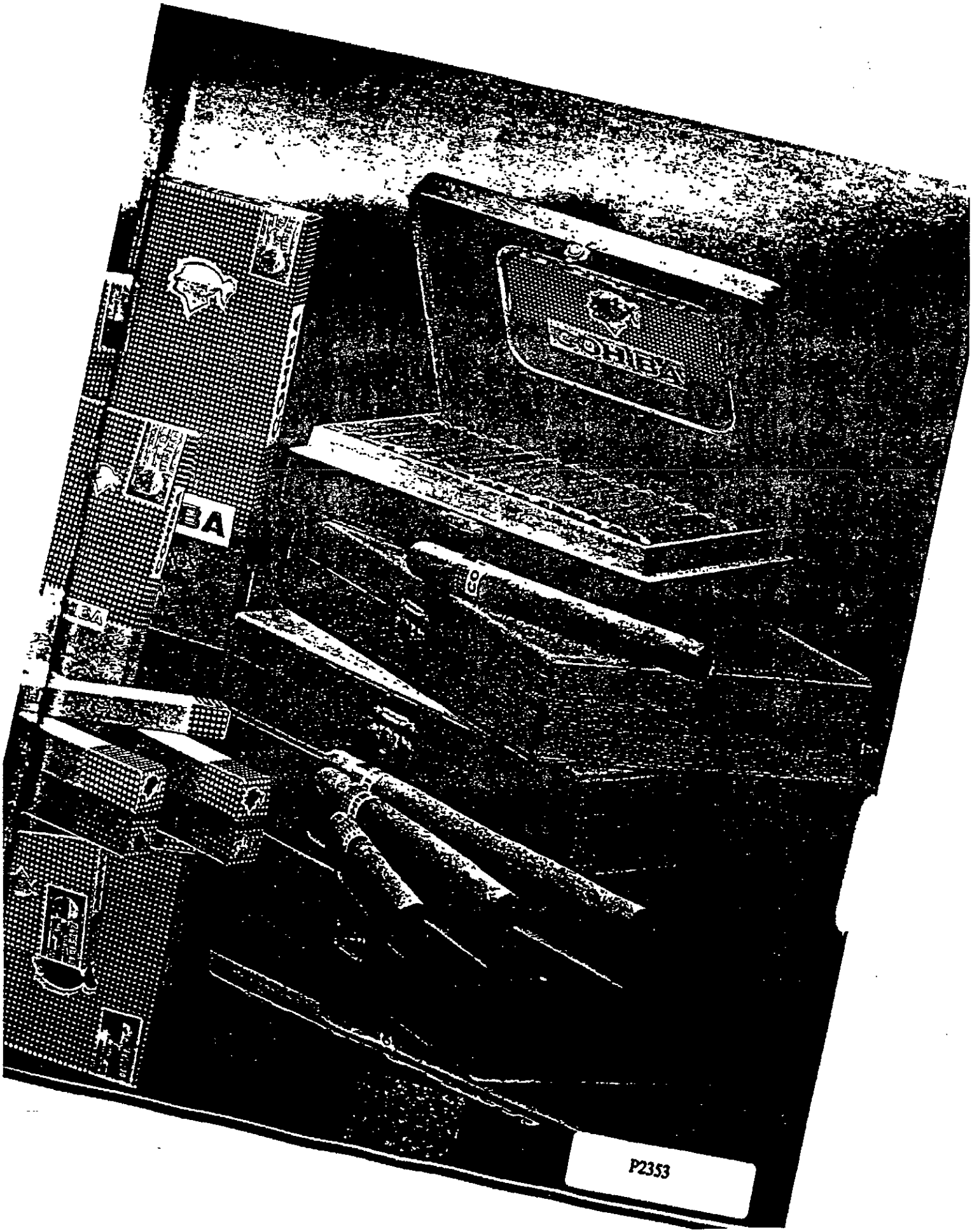
P2351

La gama COHIBA

En este camino de más de treinta años, el vitolario de los habanos COHIBA se ha ido perfeccionando, en virtud de la estrategia diseñada oportunamente, hasta poder mostrar una única gama de productos compuesta por once vitolas.

Algunas de las razones que han motivado la creación de cada una de las actuales vitolas de la marca COHIBA, así como los elementos tenidos en cuenta en cada caso y sus niveles de ventas, serán expuestas a continuación.

P2352

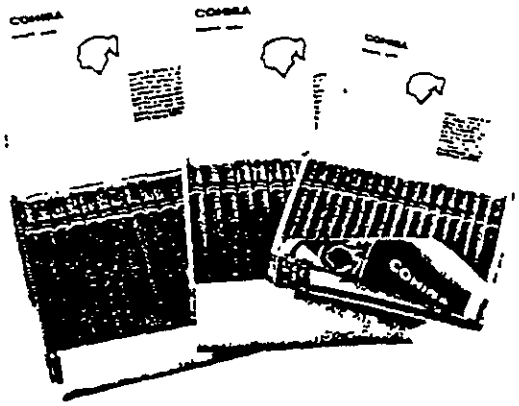

TOSHIBA
TOSHIBA
P2353

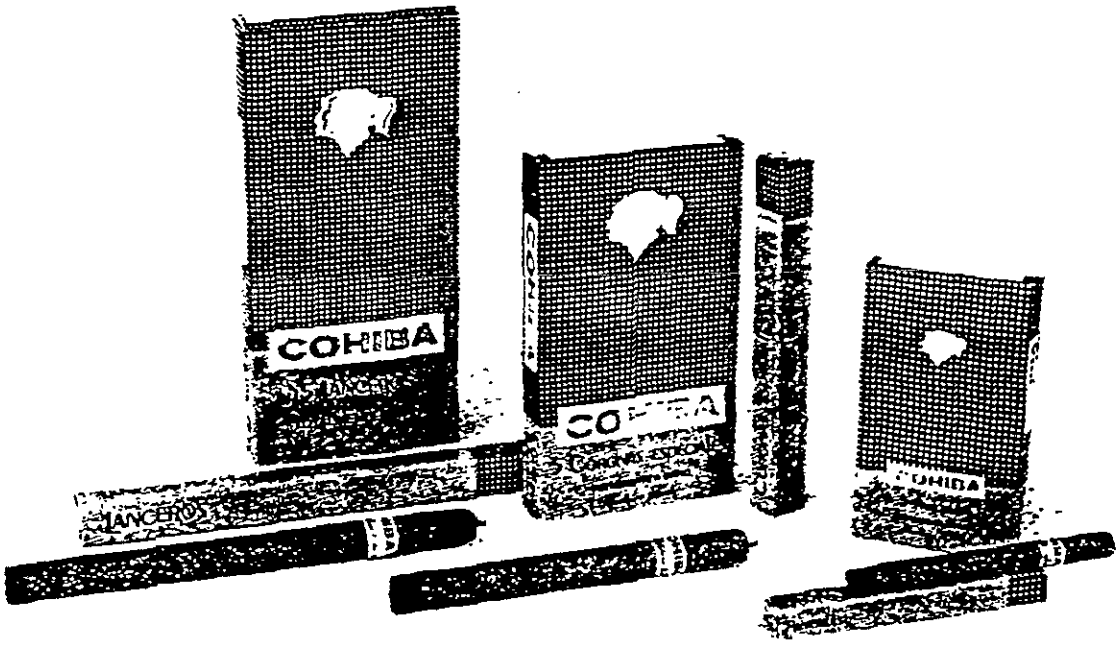
Vitolas tradicionales

Mucho se ha hablado del vitolano tradicional de la marca COHIBA, por lo que sólo se describirán determinados aspectos que motivaron la selección y denominación de cada una de las tres vitolas que lo componen, las cuales, según se ha descrito anteriormente, fueron creadas especialmente para ella

La primera, Laguito No. 1, resultó de la creatividad juvenil de Eduardo Rivera Irizarri y sus razones ya han sido ampliamente comentadas La segunda, Laguito No. 2, fue seleccionada a partir del criterio de incluir una vitola que respondiera a las exigencias de diferentes fumadores y de ocasiones diversas, es decir, una vitola standar Y la tercera, Laguito No 3 respondió a una costumbre de moda en Francia en aquella época, en la que las mujeres sentían atraccion por los formatos pequeños (aproximadamente 3 gramos).

Los nombres de estas tres vitolas fueron propuestos por el mismo Grupo que trabajó en la creacion del primer diseño de la marca Cuenta su diseñador que, el nombre de Lanceros fue escogido, partiendo de la asociación existente entre las características de esta vitola y las lanzas indígenas, lo cual permitió establecer una cierta vinculacion con nuestros aborígenes. La denominación de Coronas Especiales, resultó de la idea de que otra evocara un elemento característico del mundo colonial y por considerarse una derivada de la tradicional Coronas. Finalmente, el término Panetelas fue seleccionado, pensando en la asociación de este tipo de tabaco de formato pequeño, con las características del consumidor que motivó su creación y, de la aplicación del término "panetela" entre los cubanos, a la hora de describir un magnífico exponente del sexo femenino, lo que se traduce como algo exquisito



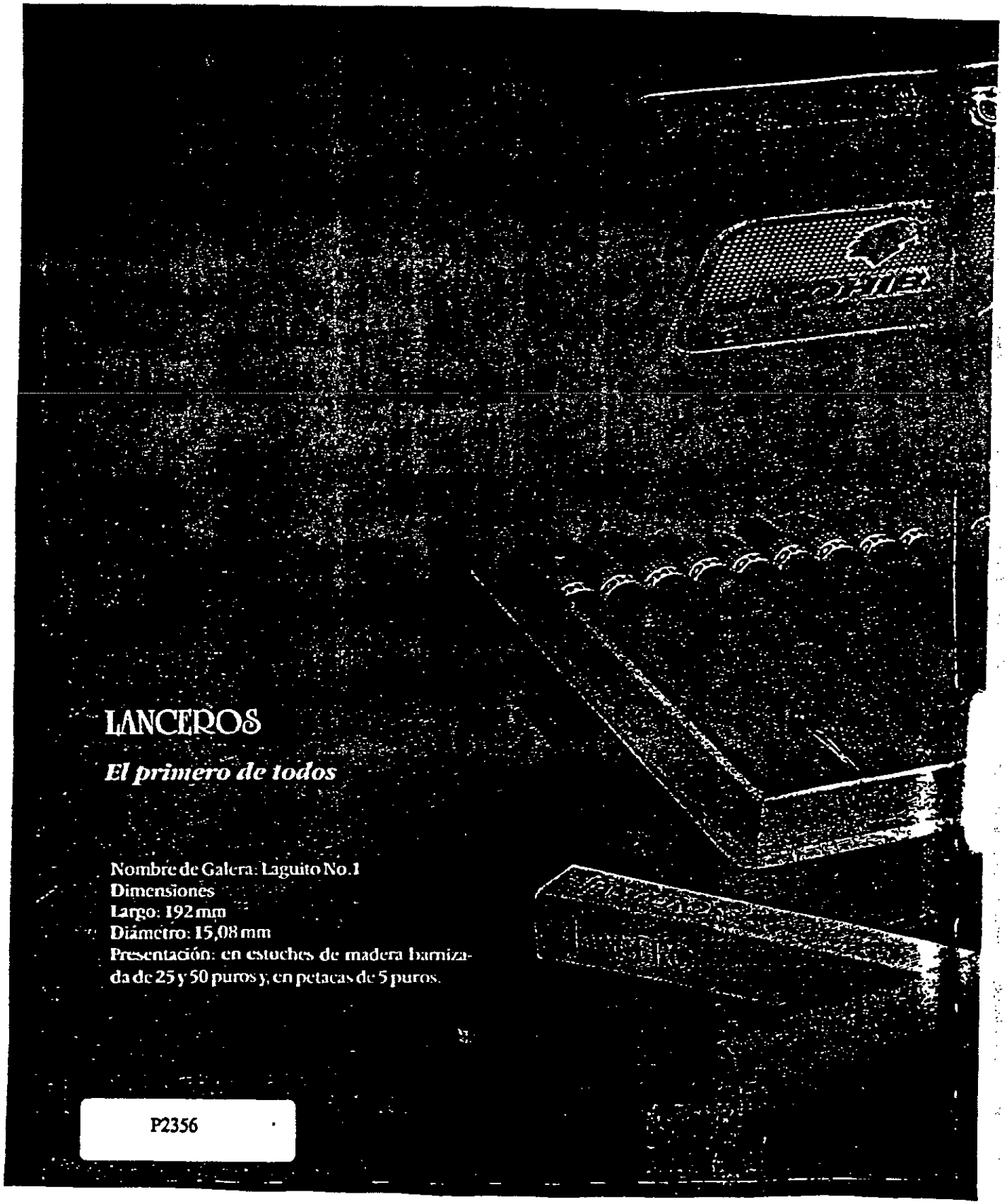


SERIES HISTORICAS

Vitolaro Tradicional

(miles de unidades)

VITOLA	1987	1988	1989	1990	1991	1992	1993	1994	1995
PANETELA	134.4	113.1	142.5	251.4	188.4	511.4	255.6	188.8	419.5
CORONAS ESPECIALES	348.9	278.9	289.2	554.3	551.1	510.[illegible]	514.[illegible]	372.5	592
LANCEROS	584.2	264	366.8	363.1	406.9	321.4	35[illegible]	199	40[illegible]
TOTAL	867.5	656	798.5	1168.8	1146.4	1143.5	1104.6	760.4	1218.5

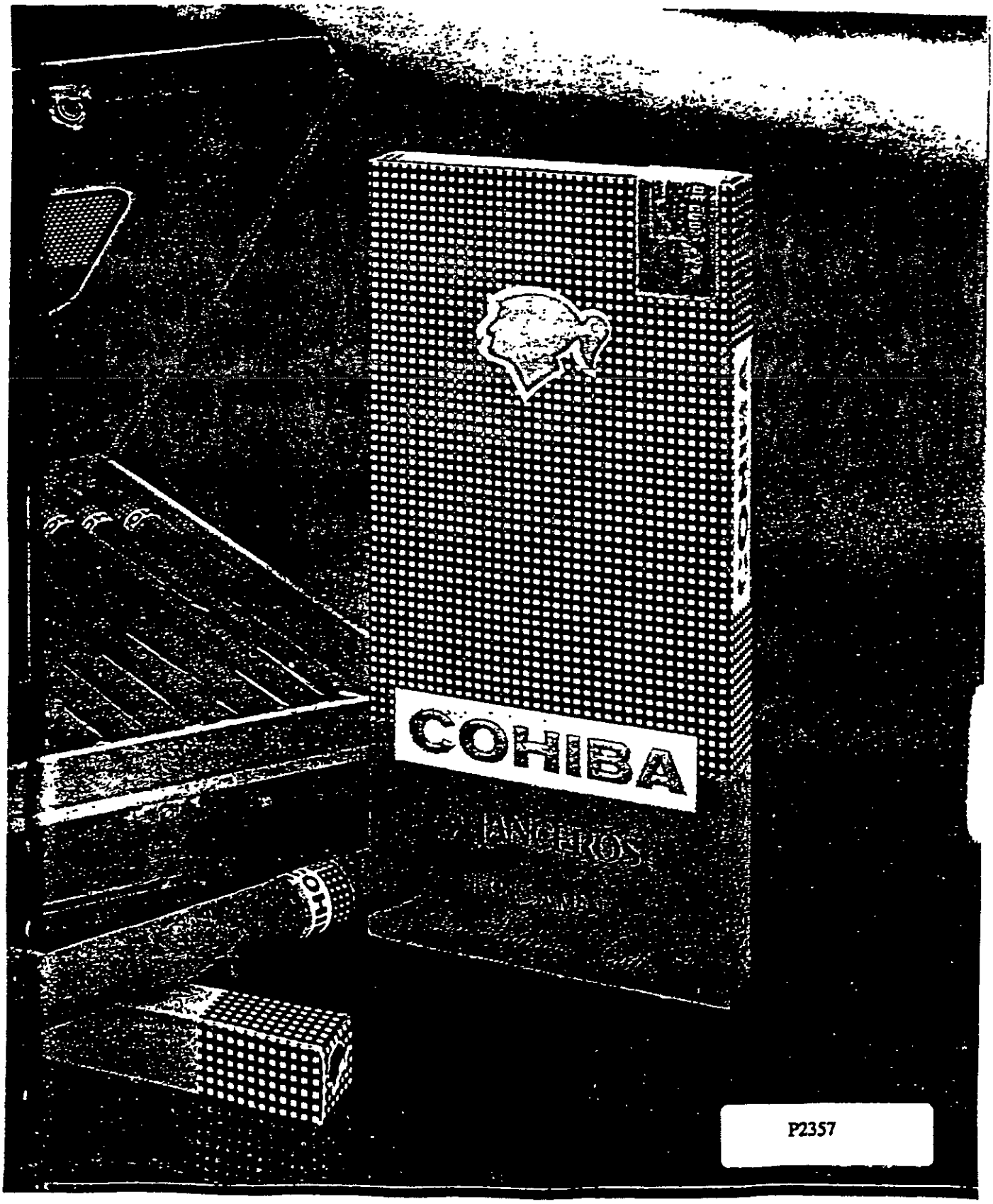


LANCEROS

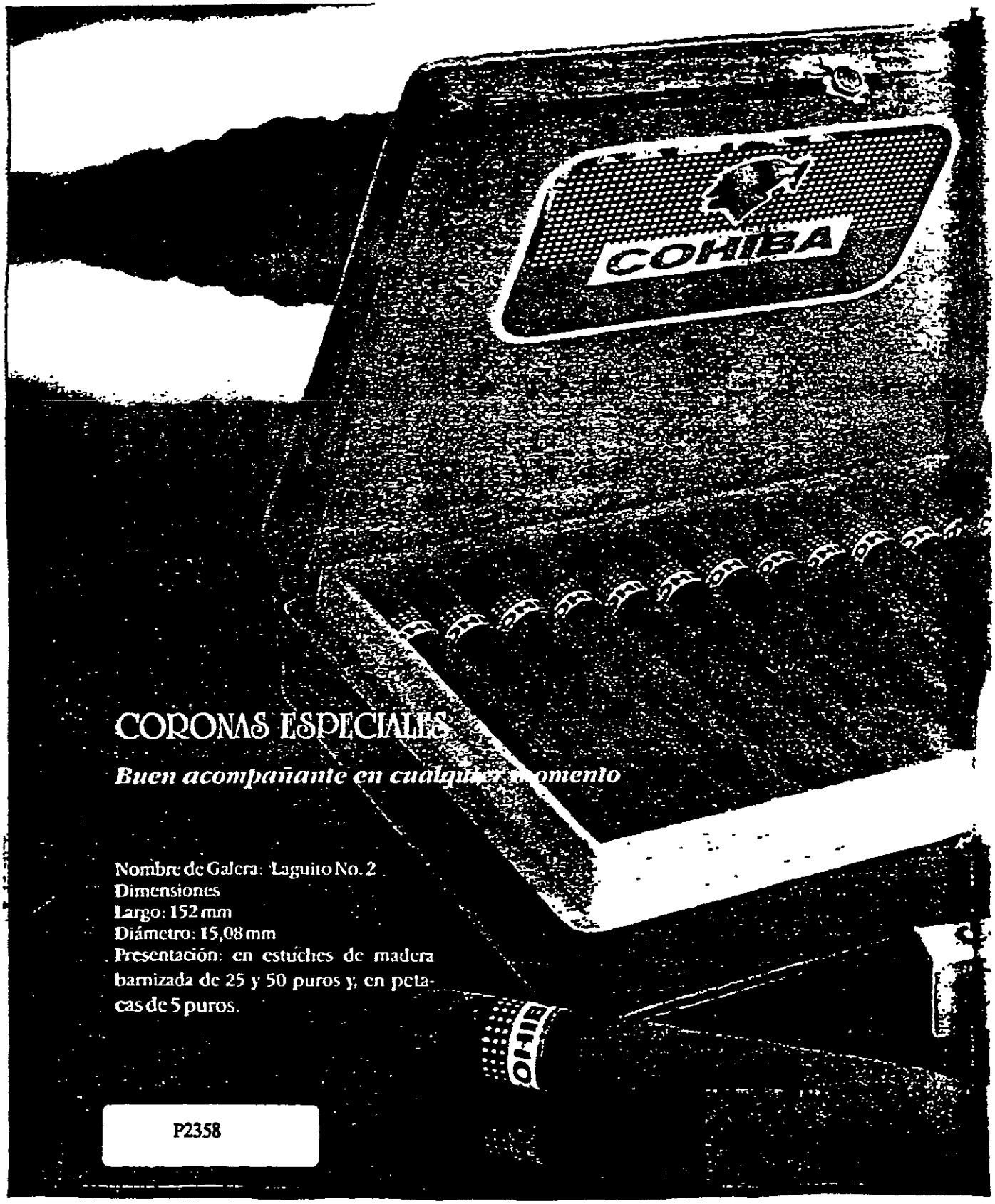
El primero de todos

Nombre de Galera: Laguito No.1
Dimensiones
Largo: 192 mm
Diámetro: 15,08 mm
Presentación: en estuches de madera barnizada de 25 y 50 puros y, en petacas de 5 puros.

P2356



P2357



CORONAS ESPECIALES

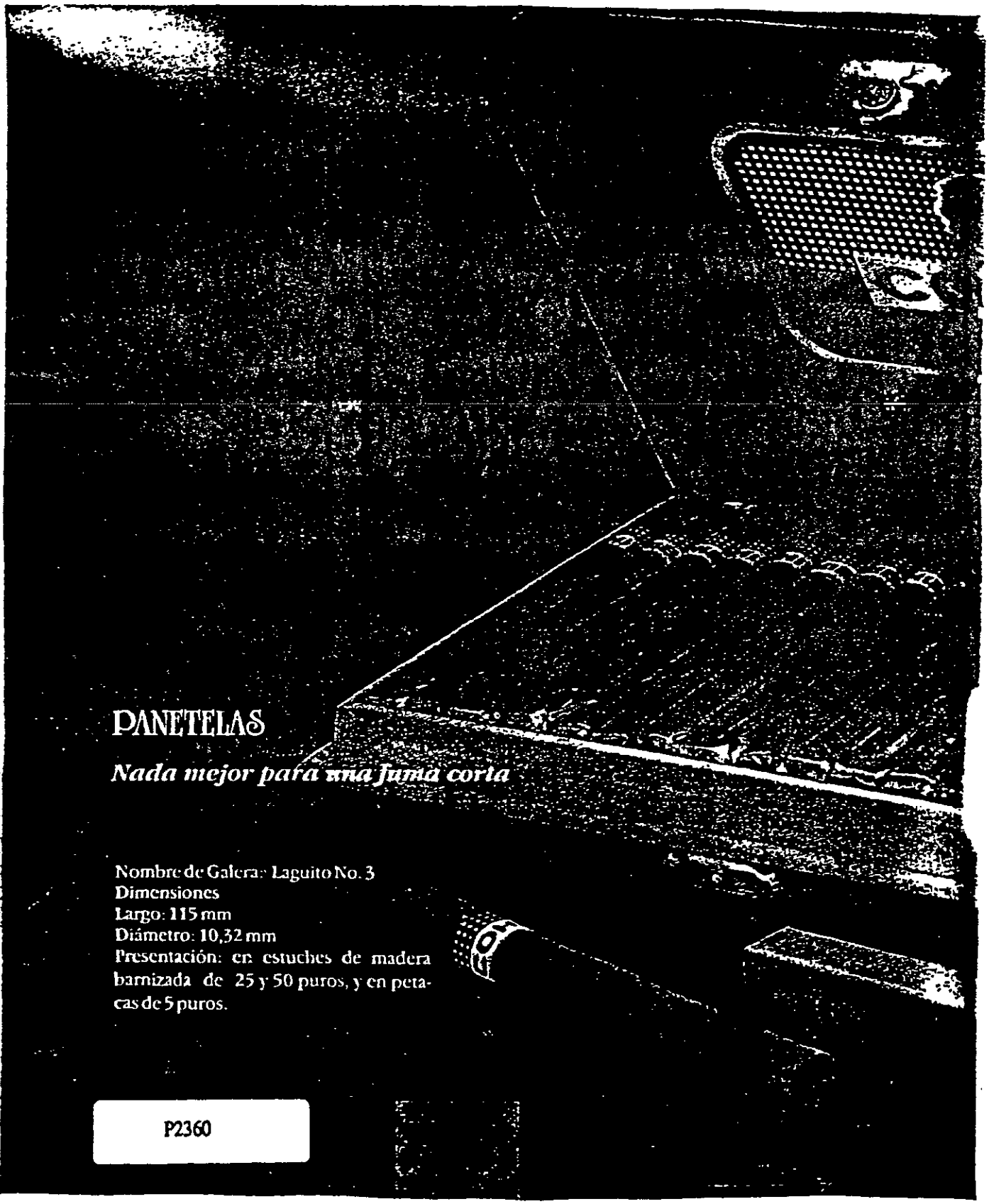
Buen acompañante en cualquier momento

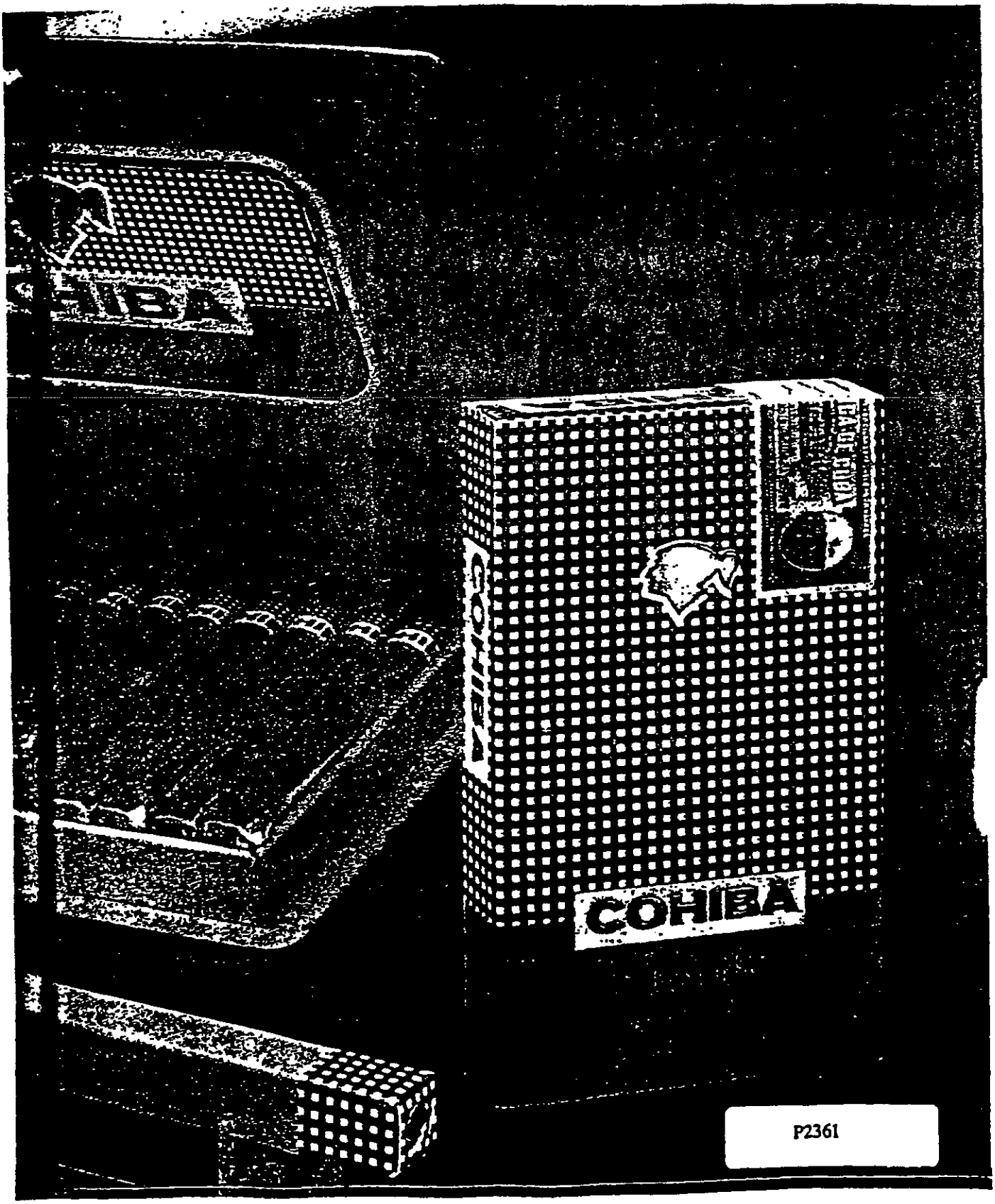
Nombre de Galera: Laguito No. 2
Dimensiones
Largo: 152 mm
Diámetro: 15,08 mm
Presentación: en estuches de madera barnizada de 25 y 50 puros y, en petacas de 5 puros.

P2358

COHIBA
ESPECIALES
CORONAS ESPECIALES
CORONAS ESPECIALES

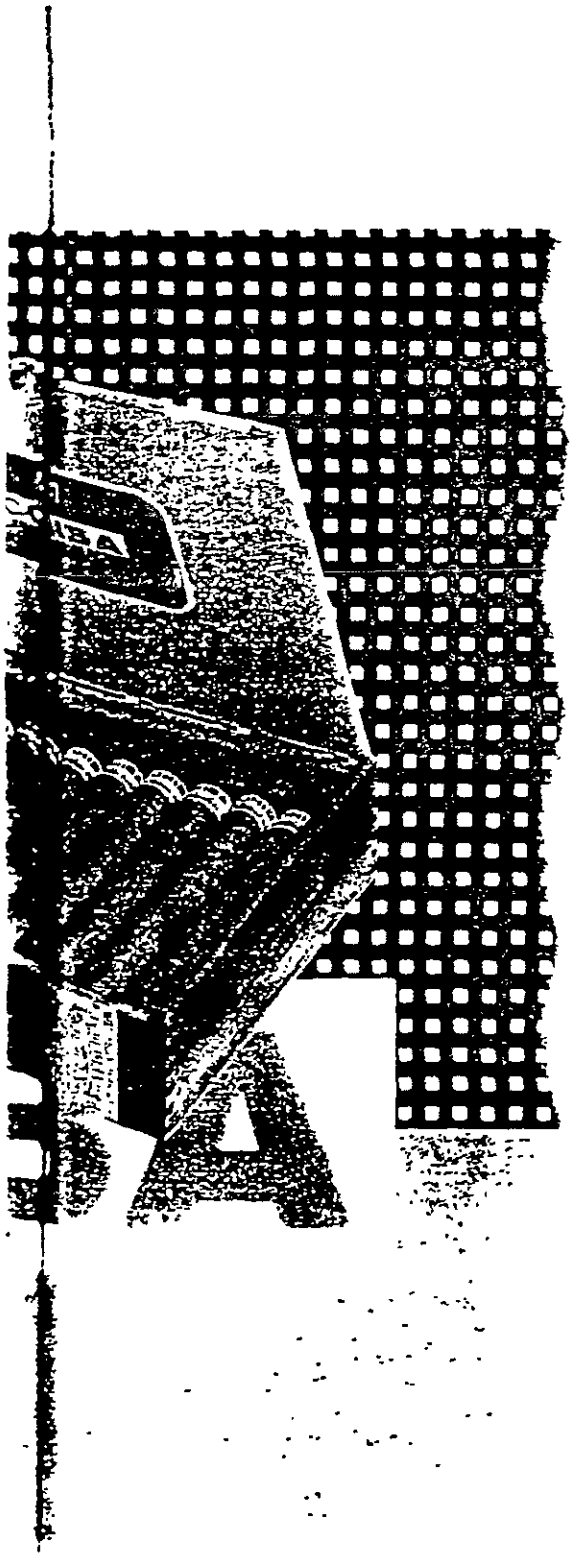
P2359


PANETELAS
Nada mejor para una fuma corta
Nombre de Galera: Laguito No. 3
Dimensiones
Largo: 115 mm
Diámetro: 10,32 mm
Presentación: en estuches de madera barnizada de 25 y 50 puros, y en petacas de 5 puros.
P2360



P2361

P2362



Primera ampliación del vitolario
(Serie No. 2 de Cohiba)

Después de una experiencia de seis años de comercialización internacional, un grupo de especialistas de Cubatabaco se enfrascó en la tarea de analizar la posibilidad de ampliación del vitolario de la marca COHIBA, con dos objetivos fundamentales brindar otras opciones a los fieles de esta marca y ganar nuevos consumidores amantes de determinadas vitolas tradicionales inexistentes con este nombre

Varios fueron los meses de trabajo de este Grupo Su primer objetivo estuvo centrado en determinar las vitolas que debían componer esta nueva serie de la marca COHIBA

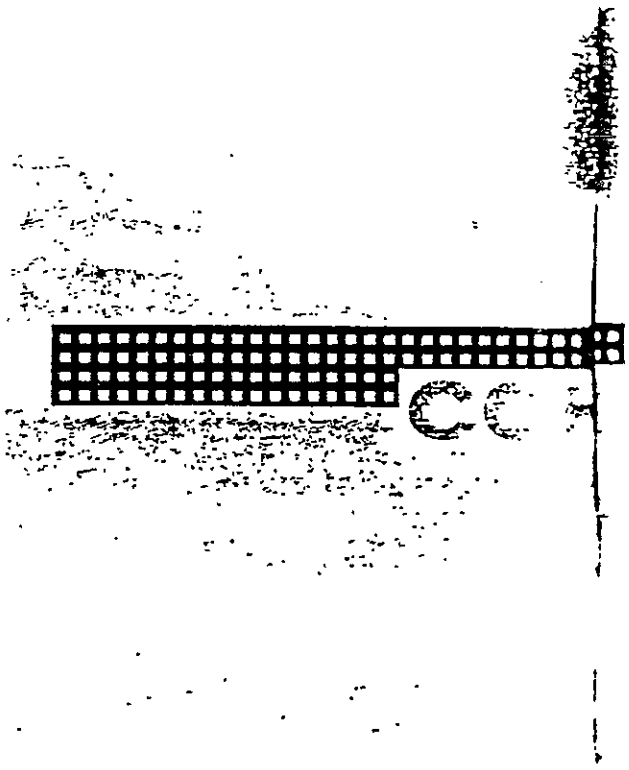
Tras discutir y examinar un grupo de posibles vitolas a incluir, se llegó a una primera conclusión necesariamente tenía que estar presente un tabaco de gran formato, por lo que se seleccionó la vitola Julieta (Churchill), una de las más representativas y dignas de formar parte de la marca COHIBA Se determinó nombrar a este nuevo tabaco del tipo Churchill, Espléndidos, por considerarse que no existía un adjetivo mejor para describirlo

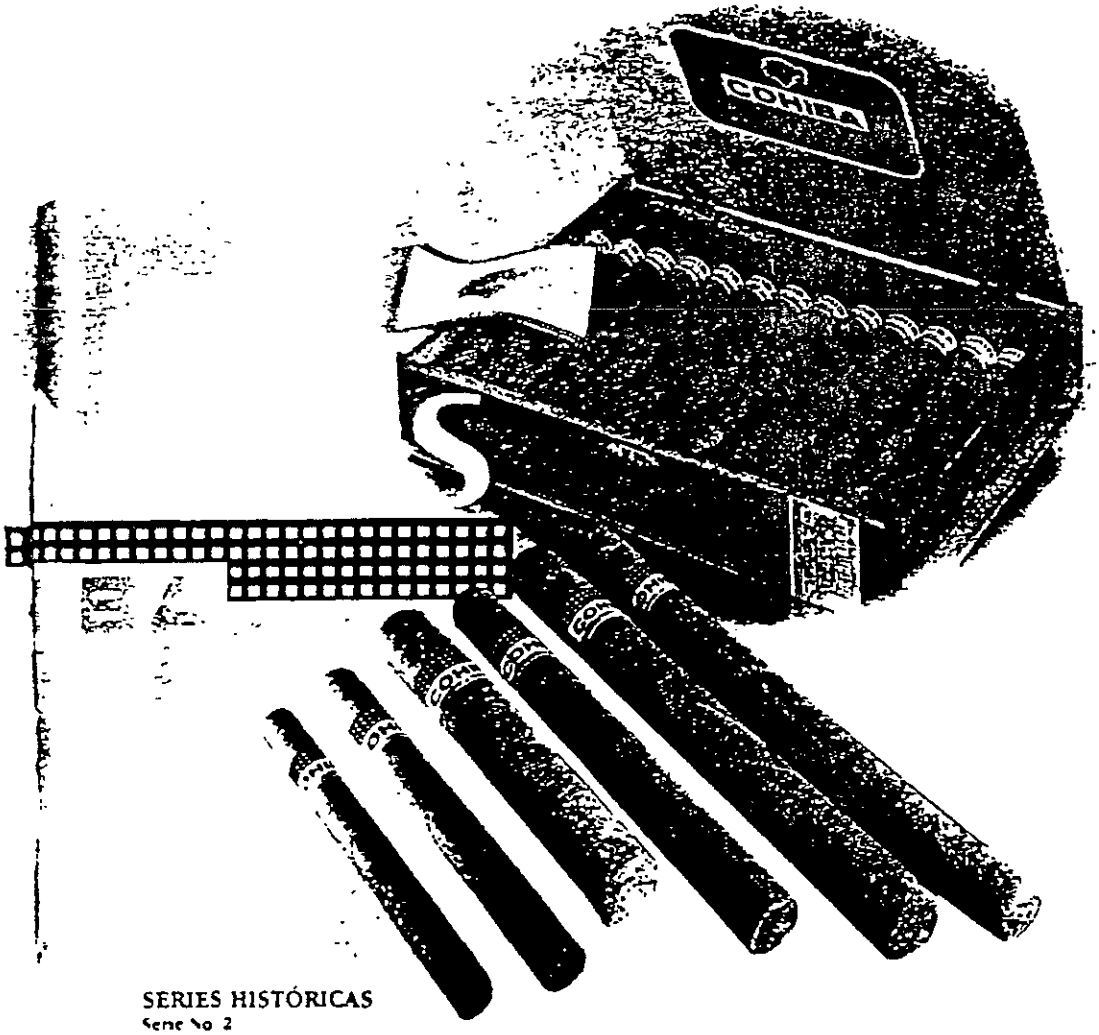
Siguiendo la política de utilizar vitolas de amplio diámetro y a fin de colocar un formato que garantizara la majestuosidad de los grandes, con una longitud más pequeña, se admitió incluir la vitola Robustos, con su mismo nombre de Galera, por dos razones nunca antes había sido utilizado como nombre de salida en otras marcas y por considerarse que este nombre lo tipificaba ampliamente

Por último, y con el objetivo de dar un toque de distinción a este nuevo vitolario de la marca, se aprobó incluir la vitola Seoane, que desde hacía mucho tiempo no estaba presente en los habanos, cuyas características, vinculadas al aroma de la ligada creada para ella, gestó un tabaco verdaderamente Exquisito, siendo ésta la razón de su denominación Tal vez otra de las razones tomadas en cuenta fue la preferencia de este formato por parte de Fidel Castro durante largo tiempo En la actualidad este tipo de tabaco sólo se encuentra presente dentro de la marca COHIBA

Otros de los aspectos más debatidos por el Grupo de especialistas de Cubatabaco, fue la definición de los envases a utilizar Unos estuvieron a favor de mantener la misma línea de estuches barnizados de la serie tradicional para mantener la homogeneidad de la marca y otros votaron por diferenciarlos precisamente para distinguir ambos grupos de vitolas

Después de varios debates se logró una variante intermedia a partir de la cual se seleccionaron cajones de madera, similares a los del Montecristo Especial, para los Espléndidos y los Exquisitos, y de corredera para los Robustos, pero todos barnizados De esta forma se logró un embalaje diferente al de la Serie tradicional y a su vez se mantuvo como denominador común, la utilización del barniz





SERIES HISTÓRICAS

Serie No 2

(miles de unidades)

VITOLAS	1989	1990	1991	1992	1993	1994	1995
ROBUSTOS	25 0	70.4	182 2	184.2	274 8	248.5	306.0
EXQUISITOS	36.9	114 0	101 1	111 3	86 [illegible]	148 2	189 2
ESPLENDIDOS	58.0	24 4	58 6	193 8	165 9	79.4	196 5
TOTAL	119 9	208 8	341 9	489 4	527 [illegible]	475 9	691 [illegible]

P2365

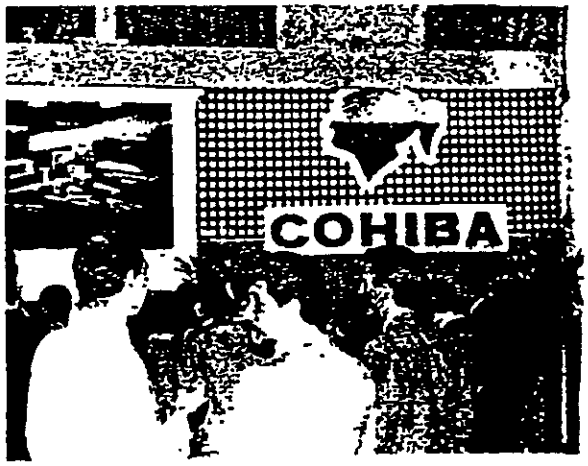
A partir de las mismas razones tomadas en cuenta para el lanzamiento internacional de la marca COHIBA, la Serie No. 2 fue presentada en el Hotel Ritz de Madrid, en 1989, al cual asistieron altos funcionarios de Cubatabaco, Coiba S.A., entidad responsabilizada con la promoción de los habanos en la Península y de Tabacalera S.A., distribuidora de dicho producto en España, así como detallistas y personalidades locales e internacionales vinculadas al mundo de los habanos y de COHIBA en particular

Lanzamiento de la segunda serie de COHIBA en el Hotel Ritz de Madrid.

1. Gregorio Socorro, distribuidor exclusivo de Habanos en Islas Canarias y Jaime Mas expresidente de Coiba S. A.

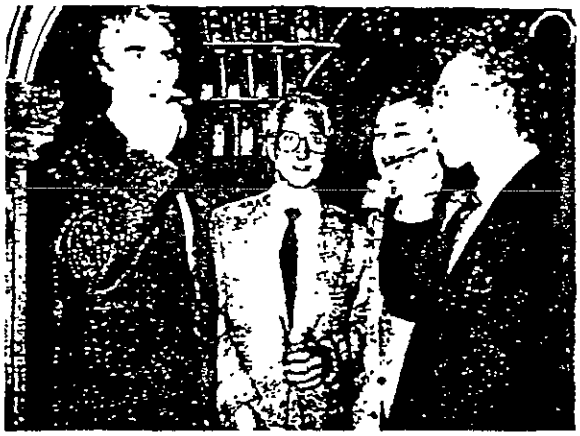
2.-3. Planos del lanzamiento

4 Gregorio Socorro admirando el arte de hacer un COHIBA



P2367

También se realizó una presentación en Francia el 10 de octubre de ese propio año, en Castel-Princesse, sito en el no 15 de la calle Princesse de París, que fue todo un éxito y coincidió, además con la introducción de la marca en el mercado francés. Los consumidores galos tuvieron el placer de adquirir los tan codiciados COHIBA en su propio territorio a partir del 20 de octubre de 1989, ya que hasta ese momento sólo estuvieron de venta en España y en los Duty-Free.



Lanzamiento en París.

P2368

1 Los Srs J C Narcy TF 1 Televisión, Roberto Yaccb Director COPROVA

2 El señor Atelino Lara, torciendo para los invitados

3. Los señores Braulio Garcia ex director de COPROVA y Flores Ibarra embajador de Cuba

4. Los señores Jean Castel y Samuel Fuller

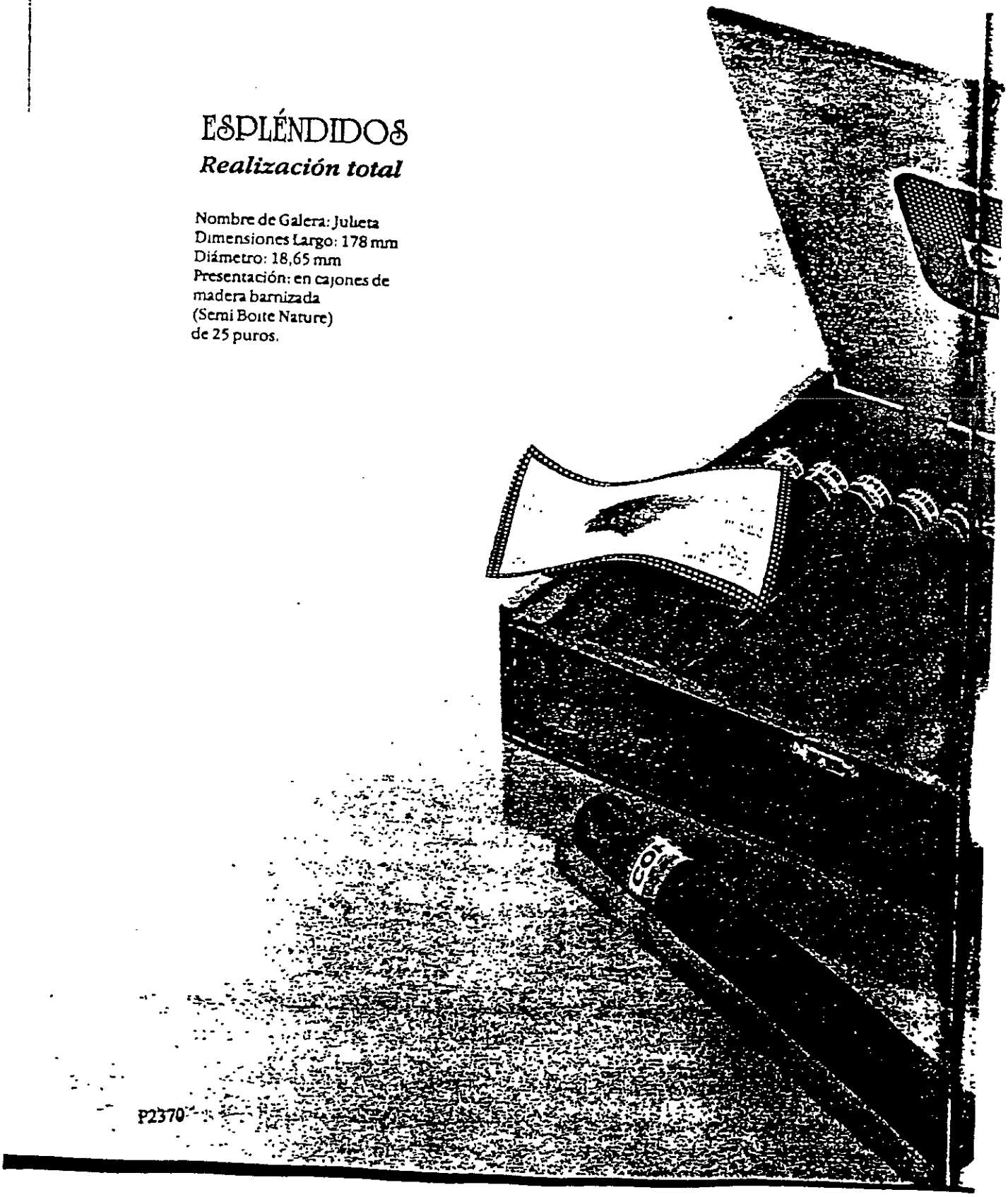
5 Los señores Bernard Chapuis y J P de Lucovich conversando con otro invitado

P2369

ESPLÉNDIDOS

Realización total

Nombre de Galera: Julieta
Dimensiones Largo: 178 mm
Diámetro: 18,65 mm
Presentación: en cajones de madera barnizada (Semi Boite Nature) de 25 puros.



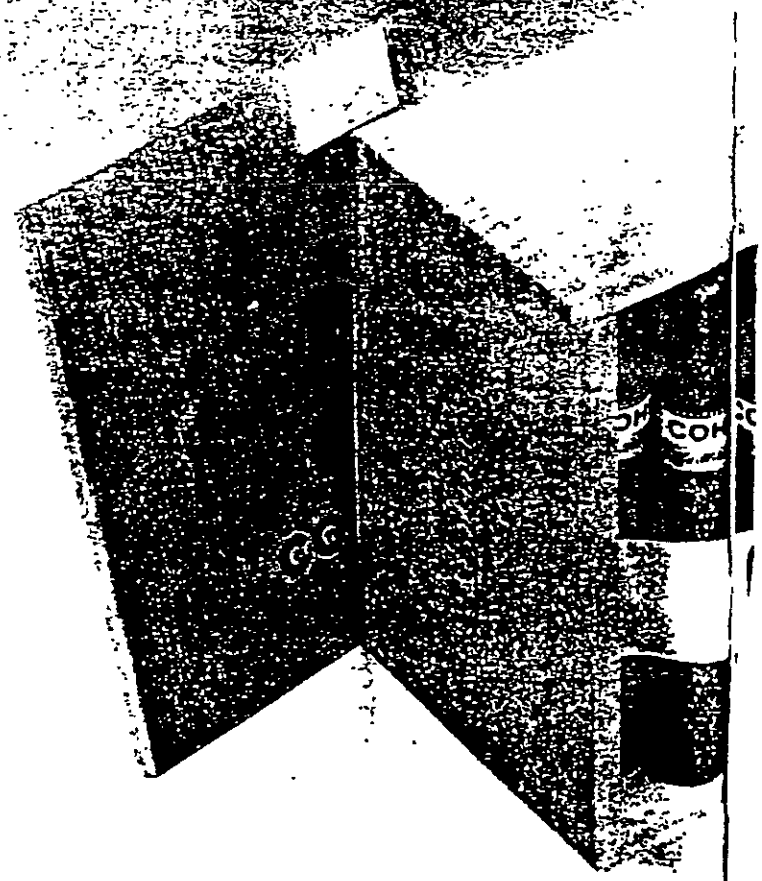
P2370

TOSHIBA

ROBUSTOS

El placer de los grandes en poco tiempo

Nombre de Galera: Robusto
Dimensiones
Largo: 124 mm
Diámetro: 19,84 mm
Presentación: en cajones de madera barnizada, con cierre de corredera, de 25 puros.



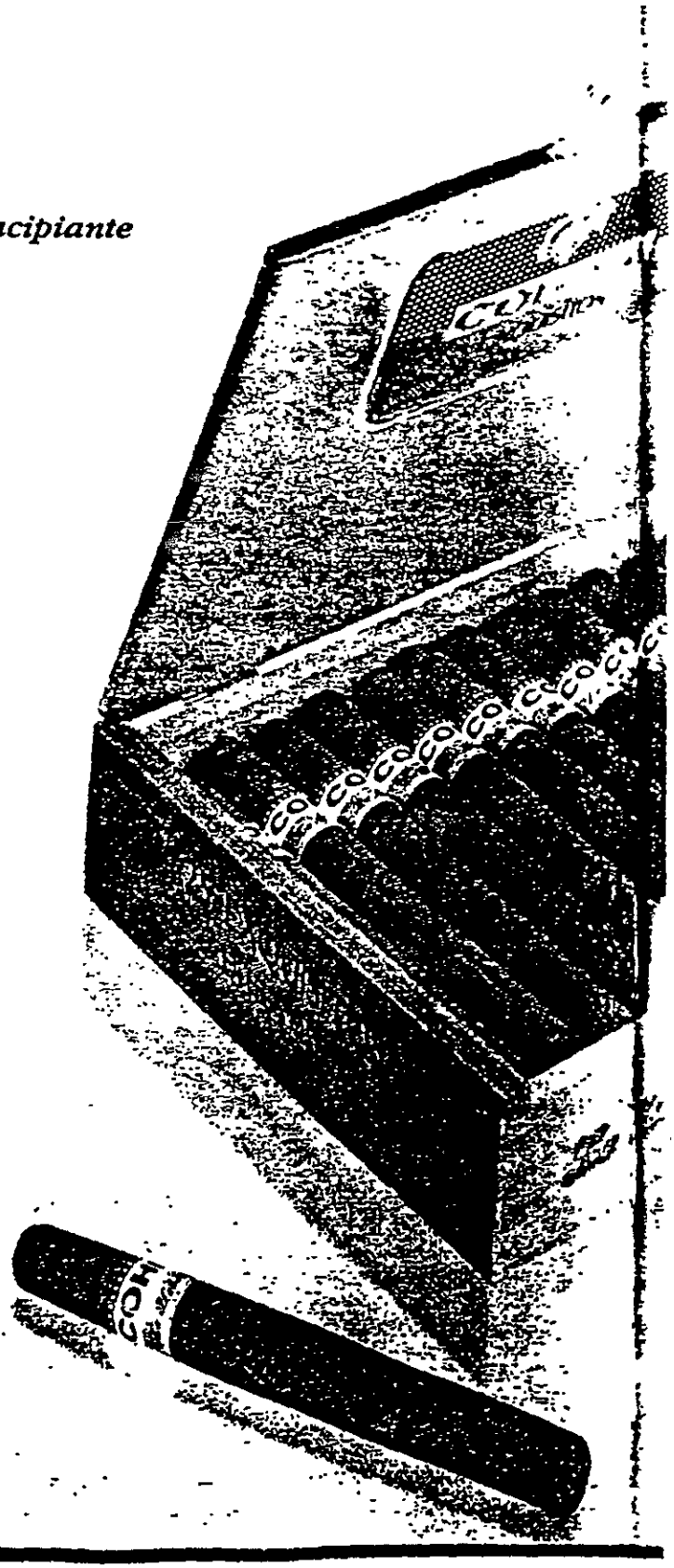
P2372

P2373

EXQUISITOS

Nada mejor para un principiante

Nombre de Galera: Seoane
Dimensiones
Largo: 125 mm
Diámetro: 14,29 mm
Presentación: en cajones de madera barniza (Semi Boite Nature) de 25 puros.



P2374

P2376

Segunda ampliación del vitolario

(Línea 1492)

A fines del año 1991, al acordarse descontinuar dentro de los habanos la marca Davidoff, se creó en el mercado la expectativa sobre la solución que daría Cubatabaco a los consumidores habituales de esa marca. La búsqueda de la referida solución se encargó a su Subdirección de Desarrollo, que luego de un minucioso análisis de las necesidades de los consumidores, en cuanto a gustos, formatos y precios, así como de las posibilidades de producción, propuso introducir una nueva serie en la marca COHIBA, con la que se cubrió además otro requerimiento: ampliar la posibilidad de la marca para satisfacer el gusto de los más exigentes fumadores.

Uno de los aspectos más debatidos por los especialistas de marketing de Cubatabaco, estuvo dado en la selección del vitolario a incorporar dentro de la nueva serie. Sobre este tema la actual Directora de marketing de Habanos S.A. nos manifestó que la elección se basó en las tendencias existentes en el mercado con relación a los diversos formatos, de manera tal que COHIBA pudiera acceder a un segmento consumidor mayor. De esta forma, las vitolas de galera seleccionadas: Dalia, Corona Grande, Corona Gorda, Mareva y Perla, cubrían un espacio vacío en el segmento de altos precios.

P2377

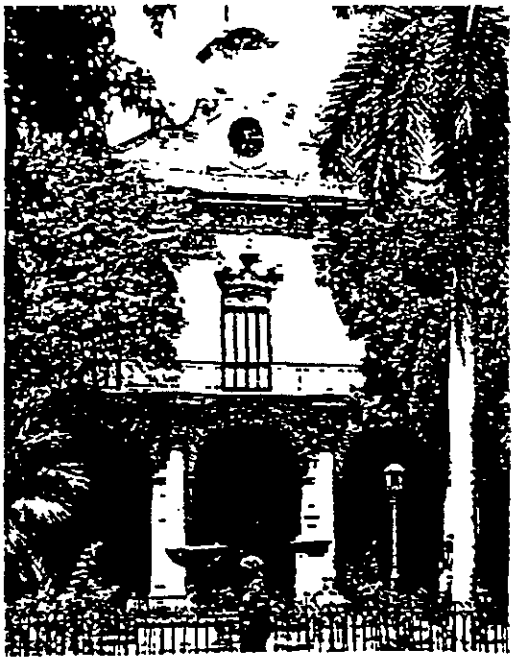
La ligada propuesta y la gama de colores elegidas para esta nueva serie, resultó del trabajo conjunto entre los expertos de la industria tabacalera cubana y del Departamento Técnico de Cubatabaco Finalmente se determinó conformar una ligada más suave al paladar con relación a la línea clásica, siendo ese uno de los elementos que la diferencia de los vitolarios anteriores

La presentación de esta nueva serie en mazos, dentro de cajones de madera barnizada con cierre de corredera, añadió a COHIBA una línea de envases altamente demandada, dándole al nuevo producto un toque de frescura y elegancia

El lanzamiento al mundo del nuevo vitolario de COHIBA como homenaje al medio milenio del encuentro de las dos culturas tuvo lugar en el Museo de la Ciudad de La Habana, antiguo Palacio de los Capitanes Generales, el 4 de noviembre de 1992

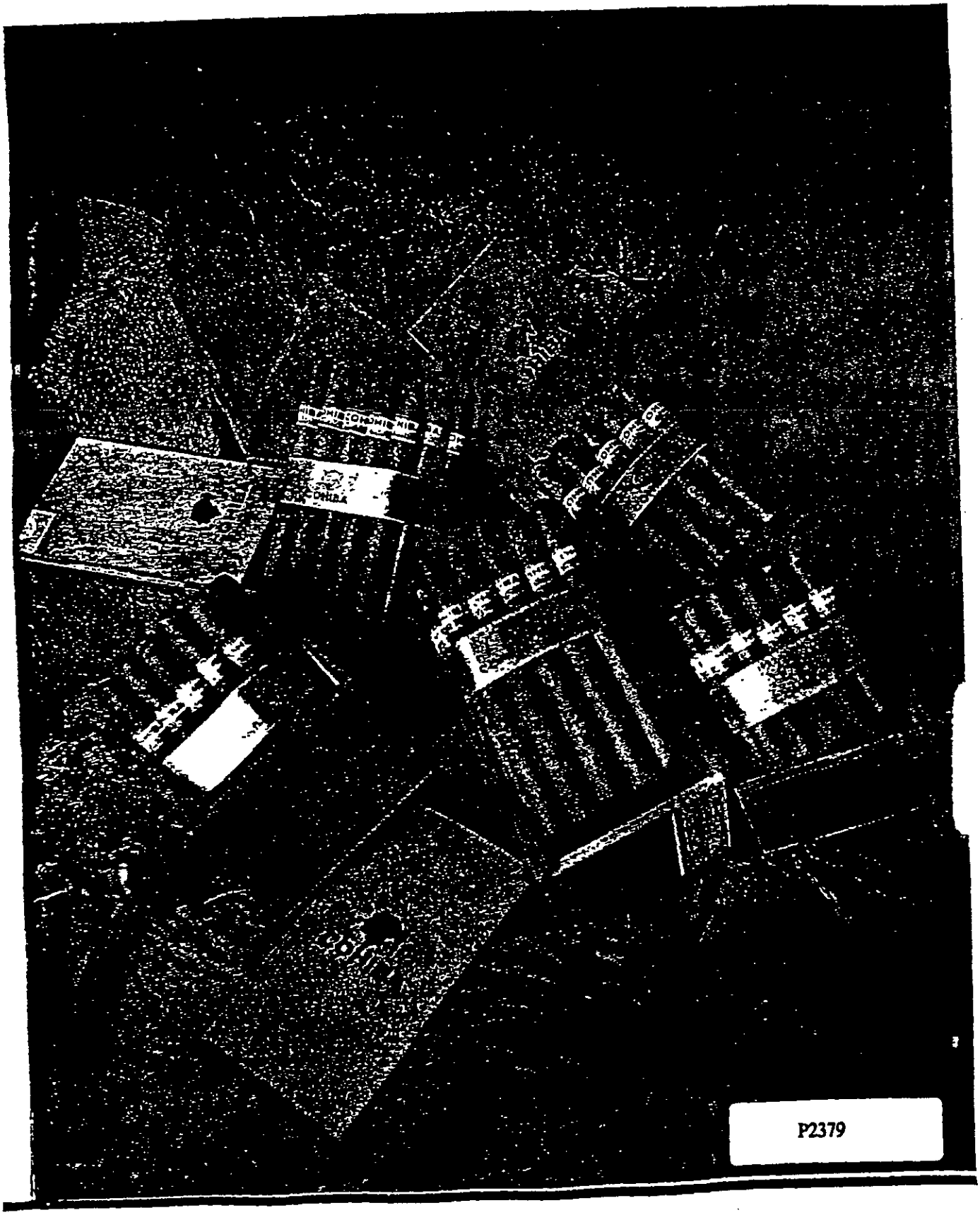
También por los mismos motivos Cubatabaco desarrolló en La Habana, del 2 al 4 de noviembre de 1992, la Conferencia Internacional V Centenario del Descubrimiento del Tabaco. Cerca de doscientas personalidades del mundo tabacalero, los negocios, la cultura y la prensa de más de veinte países, se dieron cita en La Habana para desarrollar un amplio programa de intercambio de criterios y de visitas a lugares de interés cultural e histórico

Este marco resultó insuperable para hacer pública la Línea 1492, que lanzó al mundo sus vitolas Siglo I, Siglo II, Siglo III, Siglo IV y Siglo V, en homenaje perpetuo a cada uno de los siglos que nos separan del encuentro del hombre europeo con el COHIBA, el primer nombre del tabaco.

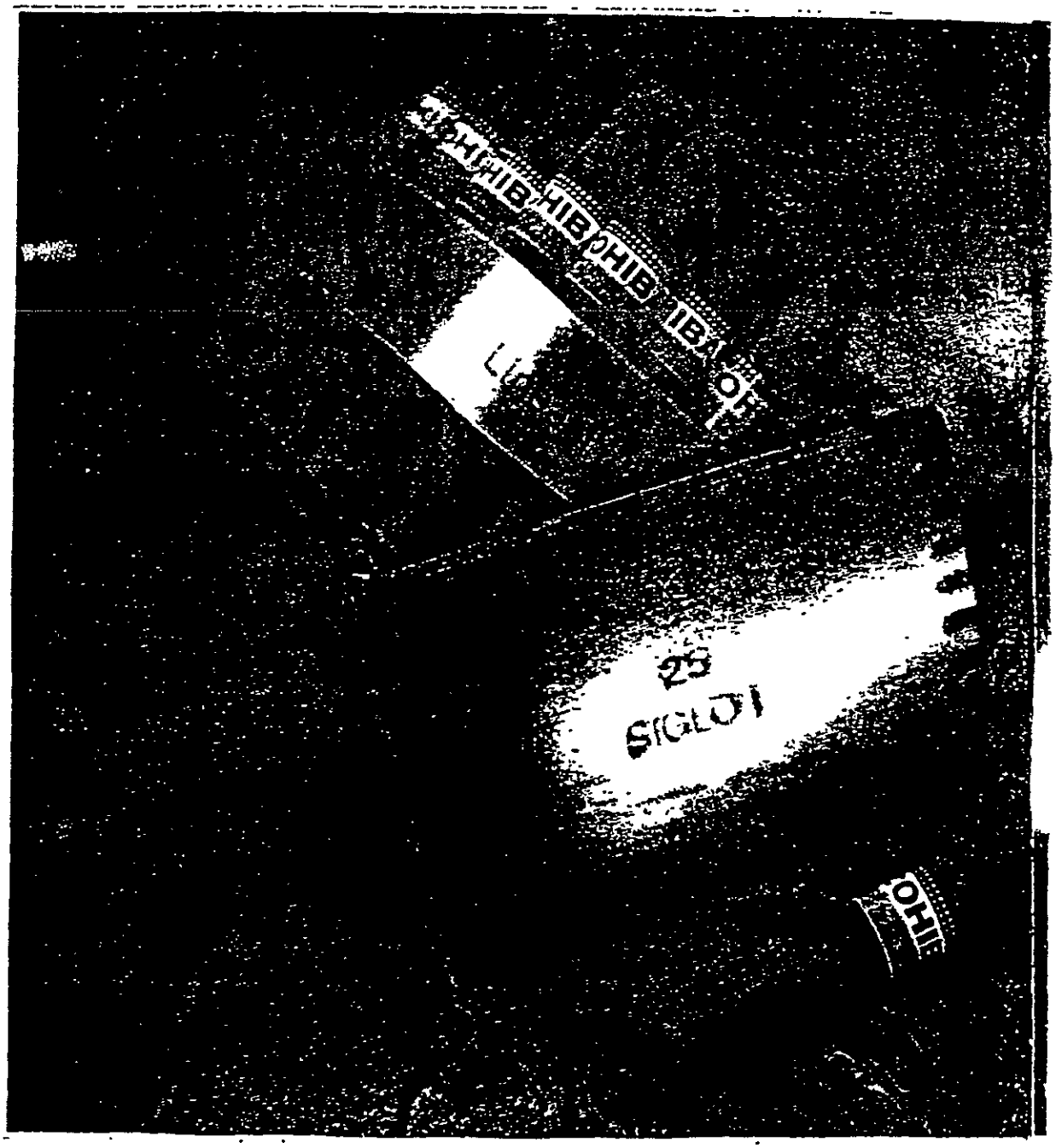


1 Grafica de la revista Cigar Aficionado *en la presentacion de la Linea 1492*

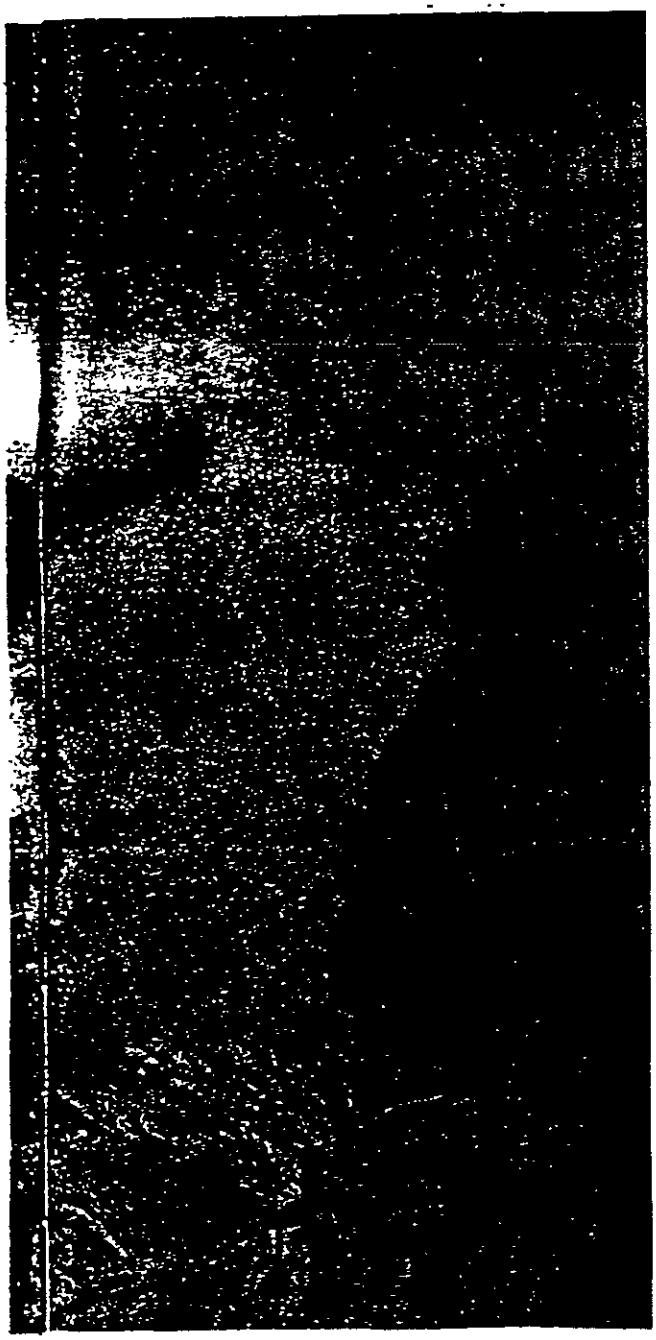
2. Palacio de los Capitanes Generales.



P2379



P2380



SIGLO I

El placer más breve

Nombre de Galera Perla

Dimensiones
Largo 102 mm
Diámetro 15.87 mm
Presentación. en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2381

P2382

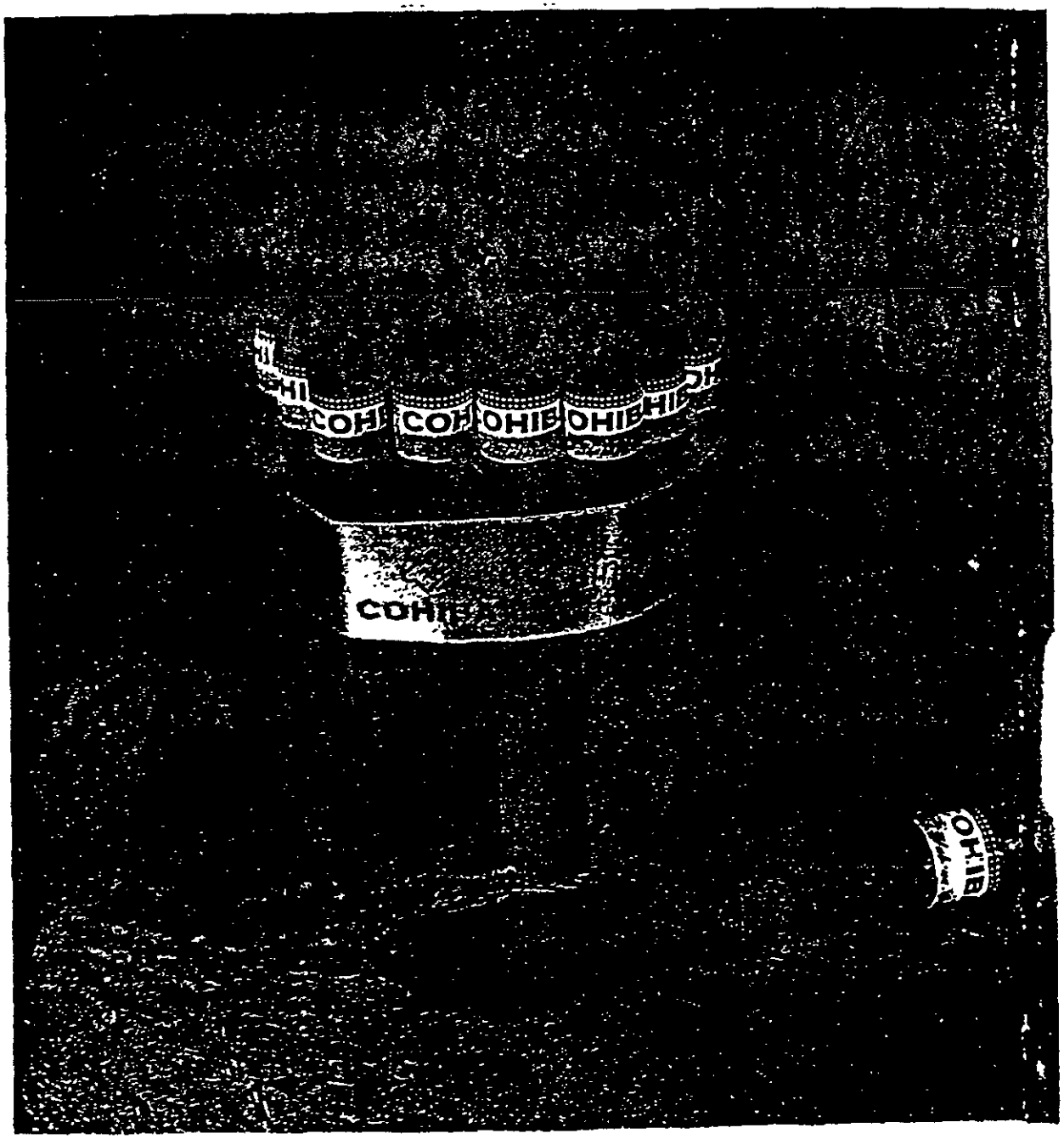
SIGLO II

El más popular

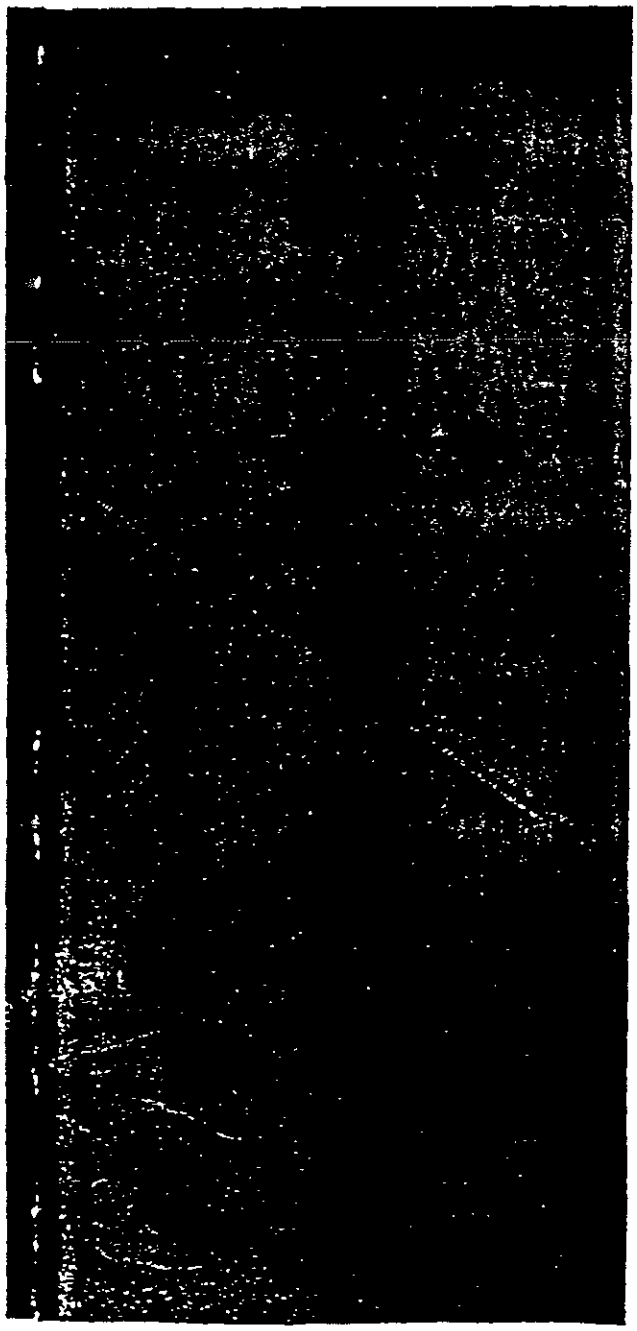
Nombre de Galera Mareva

Dimensiones
Largo. 129 mm
Diámetro 16 67 mm
Presentación en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2383



P2384



SIGLO III

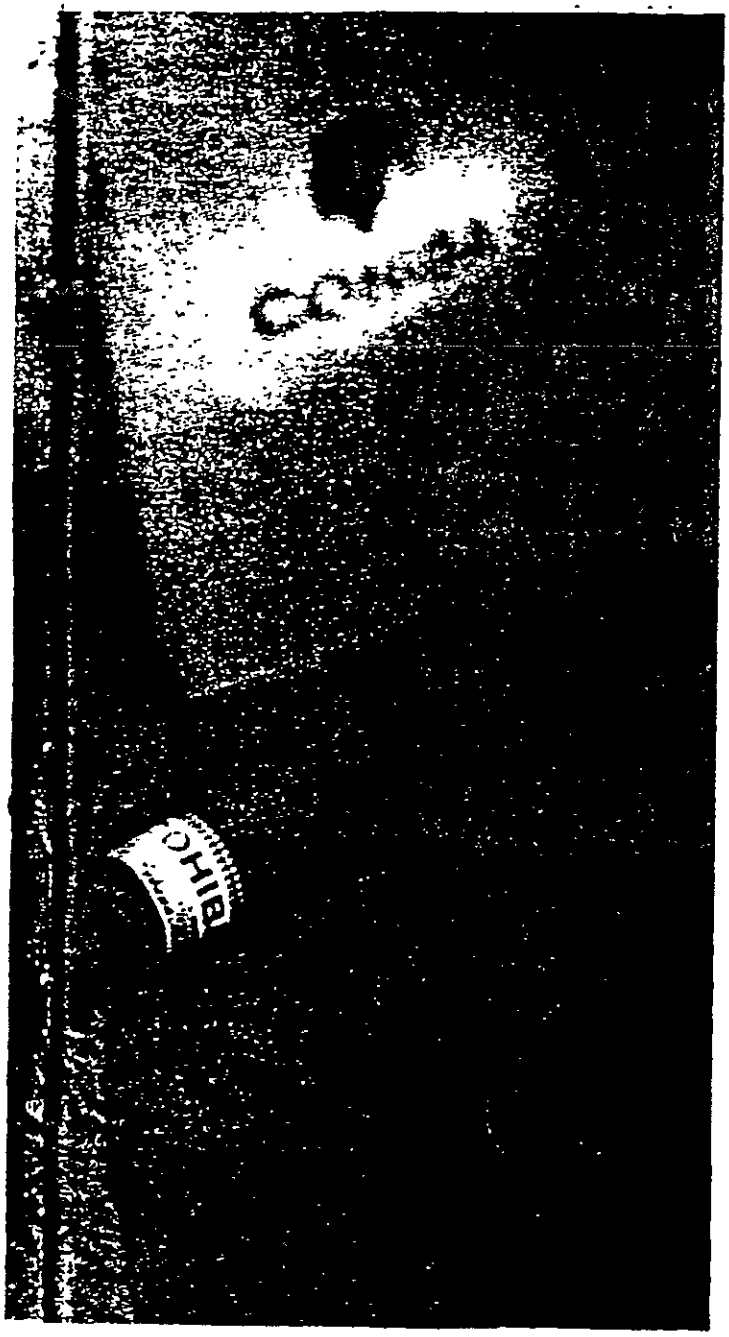
El Ideal para el disfrute de una buena cena

Nombre de Galera
Corona Grande

Dimensiones
Largo 155 mm
Diámetro. 16 6~ mm
Presentación en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2385

P2386



SIGLO IV

Majestuoso

Nombre de Galera
Corona Gorda

Dimensiones
Largo: 143 mm
Diámetro 18 26 mm
Presentación en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2387

P2388

SIGLO V

La elegancia por excelencia

Nombre de Galera. Dalia

Dimensiones
Largo: 170 mm
Diámetro: 17.07 mm
Presentación: en cajones
de madera barnizada
con cierre de corredera
con 25 puros

P2389

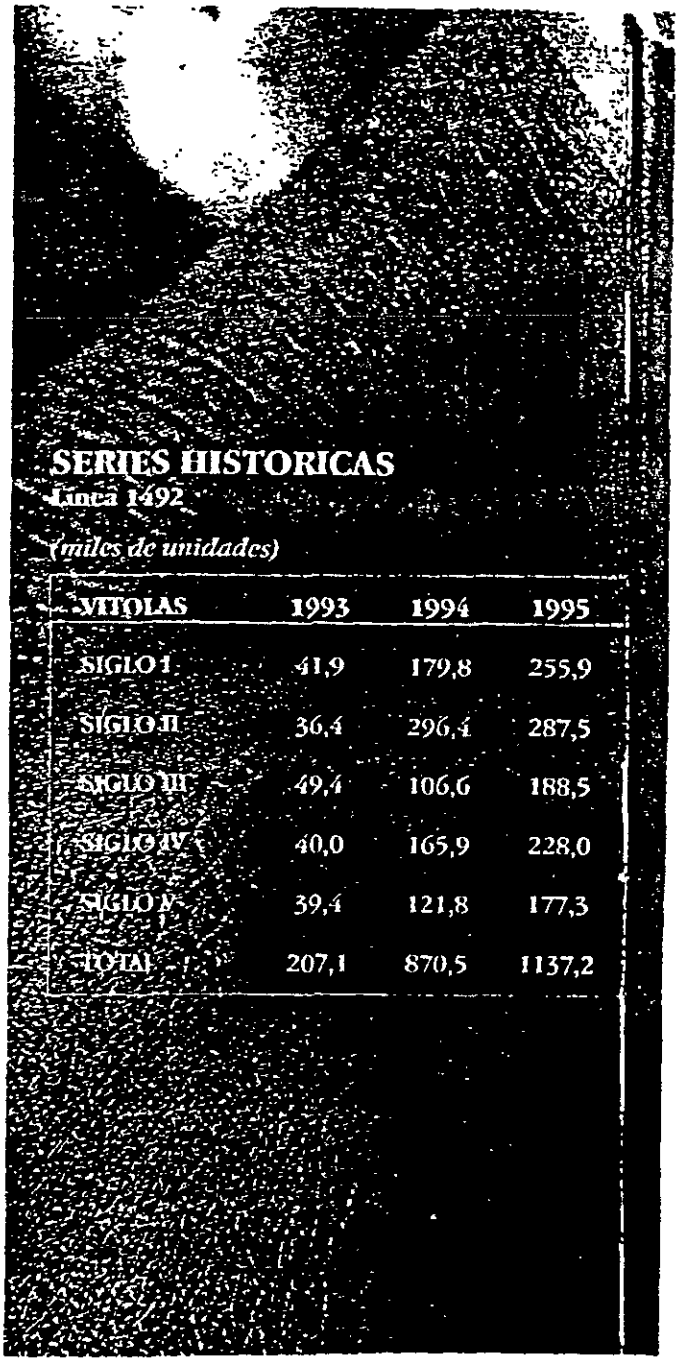
Elitista y exclusivo

A las puertas de los quince años de su comercialización internacional, Francisco Raúl Pendás, Director Comercial de tabaco torcido de Habanos S.A. manifiesta que "las exportaciones de COHIBA representaron un 4 % del total de habanos exportados durante el año 1995. Debido precisamente a su carácter elitista y exclusivo, lo cual se mantendrá en el futuro con independencia de que se aumenten los niveles productivos o se incorporen nuevas vitolas, COHIBA nunca llegará a ser una marca masiva."

Al analizar las ventas de las series históricas de los tres vitolarios de la marca, se evidenció que en 1995 se exportaron 3 047,4 MU* (miles de unidades) de COHIBA. De ellos 1 218,5 MU correspondieron a la Serie Tradicional, lo cual la ratifica como la más vendida, al igual que su vitola Coronas Especiales que se colocó en el primer lugar de las once vitolas con 592,0 MU comercializadas durante ese año. Agrega Pendás:

> En la comercialización del COHIBA, al igual que en las restantes marcas, nuestros Distribuidores Exclusivos han jugado un papel fundamental. Ellos constituyen nuestros ojos en cada territorio.
>
> En 1995 España continuó siendo el mayor mercado de esta marca, con un nivel de 913,2 MU. A este país le siguieron en orden descendente: los territorios de África y Medio Oriente con 455,2 MU, Suiza con 253,8 MU y Reino Unido con 228,0 MU.

En cuanto a las perspectivas de ampliación de su vitolario, Francisco Linares Calvo, Presidente de Habanos S.A., comenta.

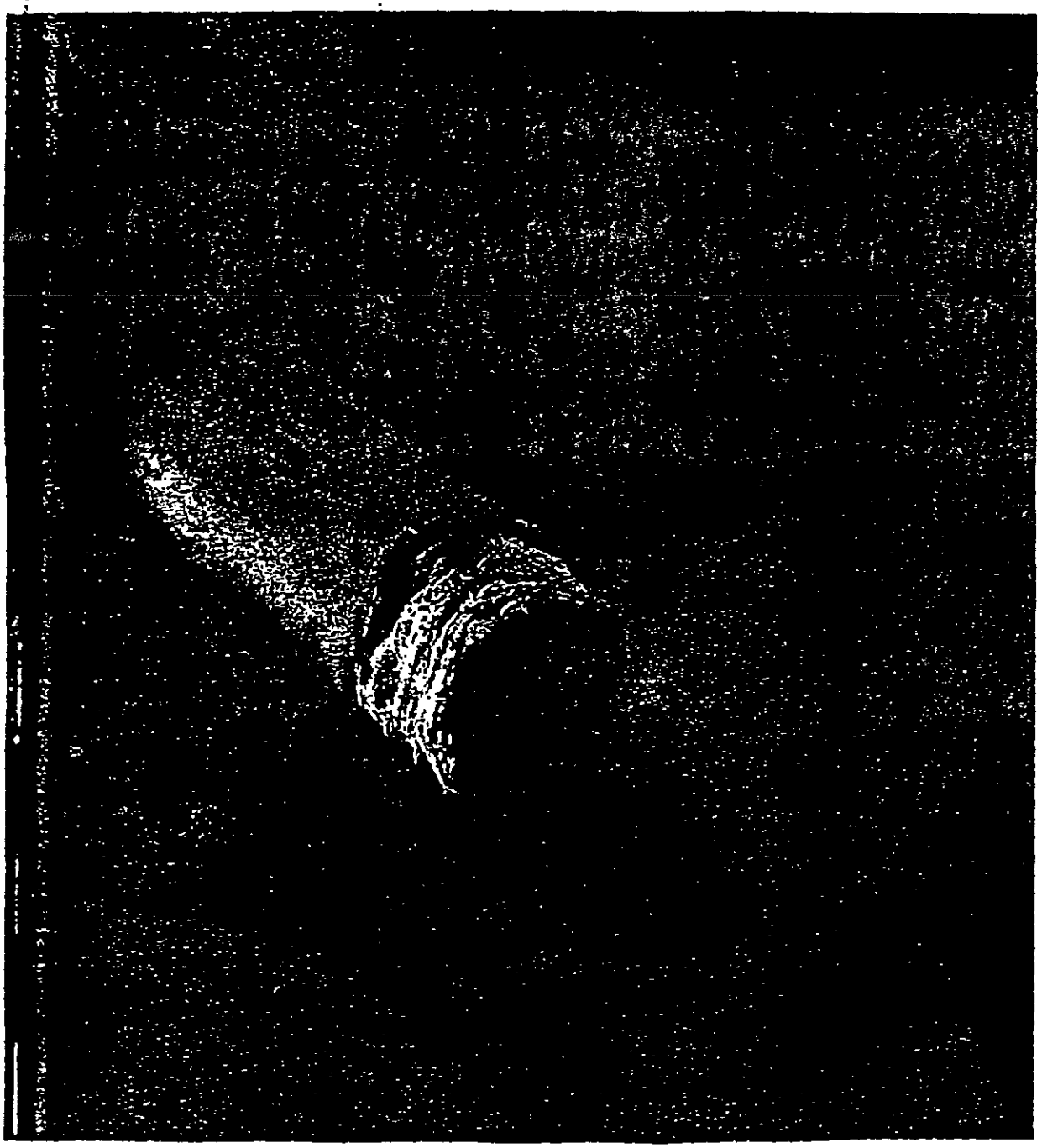


SERIES HISTORICAS

Línea 1492

(miles de unidades)

VITOLAS	1993	1994	1995
SIGLO I	41,9	179,8	255,9
SIGLO II	36,4	296,4	287,5
SIGLO III	49,4	106,6	188,5
SIGLO IV	40,0	165,9	228,0
SIGLO V	39,4	121,8	177,3
TOTAL	207,1	870,5	1137,2

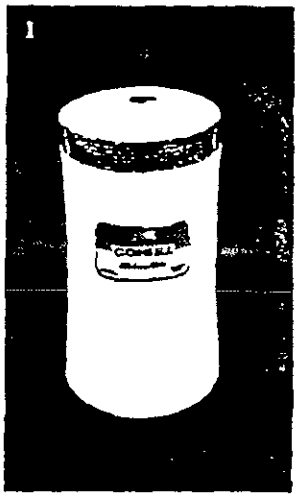


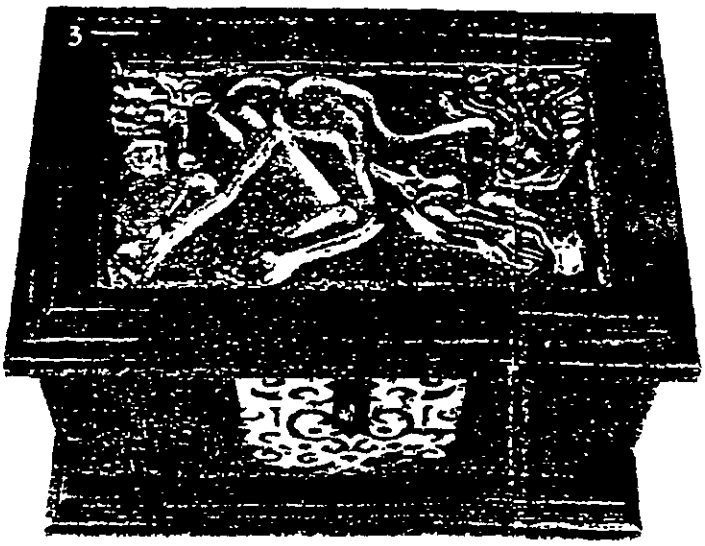
P2391

El vitolario de la marca COHIBA cubre un espectro bastante amplio del gusto del fumador en cuanto a formatos. No obstante, aún está carente por ejemplo de una vitola figurada o de un tabaco de gran formato e incluso de una presentación diferente a la tradicional.
Algunas experiencias y pruebas de mercado se han realizado en ese sentido. En La Cena del Siglo desarrollada por la revista *Cigar Aficionado*, en París en 1993, se degustó por primera vez un Torpedo y una Gran Corona en COHIBA. Estas vitolas, en particular el Torpedo han continuado utilizandose de forma muy limitada en cenas y subastas en diferentes lugares del mundo.

Con motivo de los festejos por el Aniversario 30 de la marca se prepararon estuches de madera con una nueva vitola creada especialmente para la ocasión denominada Robusto Especial. Este nuevo formato creado por Jorge Artiles, torcedor del Laguito (198 mm de largo incluyendo la perilla y 19.84 mm de diametro), puede transformarse en el futuro en uno de los preferidos de los seguidores del COHIBA.

También para esta celebración se puso a la venta una jarra de porcelana española, concebida para la vitola Siglo V (Dalia) y se organizó la Subasta de un cajón contenido de una selección de todo el vitolario de la marca el cual incluye en la cubierta una obra en pan de oro del pintor ecuatoriano Osvaldo Guayasamín.





1-2. Jarra de porcelana española para la vitola Siglo V.

3. Cajón con cubierta en pan de oro de Osvaldo Guayasamín

4. Vitola Robusto Especial

P2393

P2394

Imagen marcaria

Cubatabaco como parte de la estrategia de comunicación para potenciar la imagen de la marca, encargó el diseño publicitario de COHIBA a la Agencia de Publicidad española Creactual S.A., la cual sometió su propuesta a consideración de esta entidad. La decisión se tomó en la Primera Reunión de Presidentes de las Empresas Distribuidoras de habanos, celebrada en La Habana en 1990.

Antes de adoptar la estrategia de crear una única imagen de marca a difundir en el mundo entero, se habían utilizado otras, bien por Cubatabaco o por sus Distribuidores, las que no respondían a la necesidad de transmitir un mensaje estéticamente exclusivo y elitista

La idea seleccionada correspondió al diseñador español Benjamin Echevarra. La misma se sustenta en una sobriedad total, que transmite elegancia, lujo y calidad, en la que predomina el fondo negro como punto de contacto con el color institucional del producto habano Muchas pueden ser las interpretaciones, pero no cabe dudas que subyace el concepto de su propio slogan, *El primer nombre del tabaco*

La rasgadura gris de menor a mayor sobre el fondo negro, bien pudiera significar el largo viaje del COHIBA durante estos

Muestras de imagenes publicitarias utilizadas en diferentes mercados antes de la adopcion de la actual y unica.

cinco siglos, desde su existencia originaria como mito hasta su aplastante realidad placentera, mientras que otros pudieran considerarla la silueta en penumbras de la costa cubana, por la que desembarcó el Almirante Cristóbal Colón el 28 de octubre de 1492 Según el propio creador, además de la posibilidad de transmitir todo lo anterior, este cambio de color se introdujo con el objetivo de destacar aún más el logo y nombre de la marca.

Dos son los elementos que saltan de inmediato a la vista de cualquier persona que observe esta imagen tan sublime como el producto mismo Uno de ellos puede tener múltiples interpretaciones. Nos referimos, bien a ese sol naciente que ilumina la recta final del largo recorrido emprendido por Colón, bien al orificio, por medio del cual, el tesoro oculto del COHIBA contempla el sol que indica estar muy cercana la posibilidad de convertirse en realidad o, simplemente, el destello perdurable de un COHIBA al ser tirado fuertemente por un fumador privilegiado Con este elemento en naranja, se logra además un punto de contacto con igual color del envase, lo cual resultó de especial interés para el diseñador

El segundo elemento viene dado por la desafiante imagen del indio y la palabra COHIBA, fundidas en oro, en señal de total perdurabilidad dominio, grandeza y aplastante exclusividad

Propuesta de imagen publicitaria previa a la definitiva.

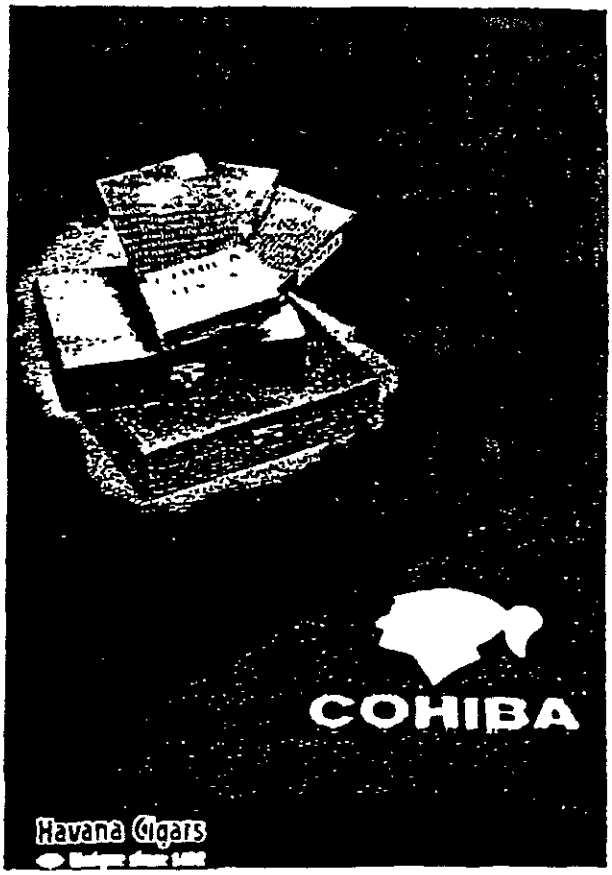
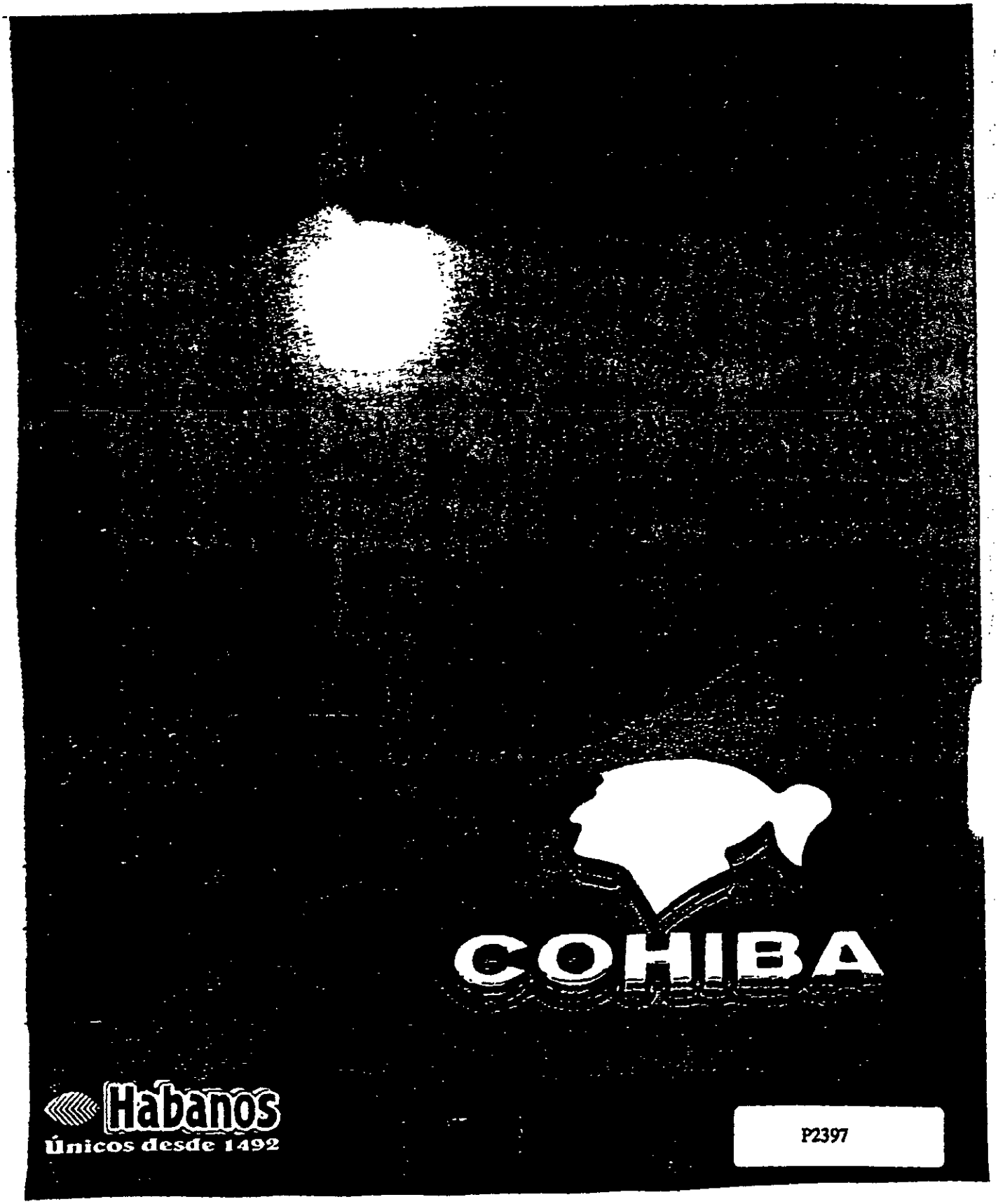


Imagen publicitaria definitiva


COHIBA
Habanos
Únicos desde 1492
P2397

Diversificación marcaria

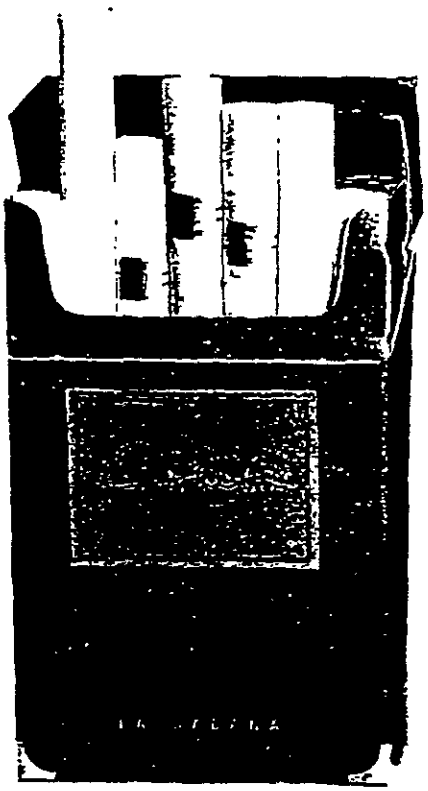
La diversificación en el uso de las marcas es un fenómeno muy de moda en el último tercio de este siglo. Con fines muy controvertidos de publicidad indirecta, al tiempo que fuente de ingresos adicionales, el mundo tabacalero no ha escapado de las tendencias mundiales.

Para evitar las consecuencias negativas que se producen en la imagen de una marca, cuando en algunos casos no se perfila de forma correcta la diversificación marcaria, COHIBA sólo ha estado destinada a utilizarse en otros productos tabacaleros y en artículos para fumadores, siempre sobre la base del principio de absoluta calidad en correspondencia con la imagen elitista de esta marca.

Cigarrillos Negros COHIBA

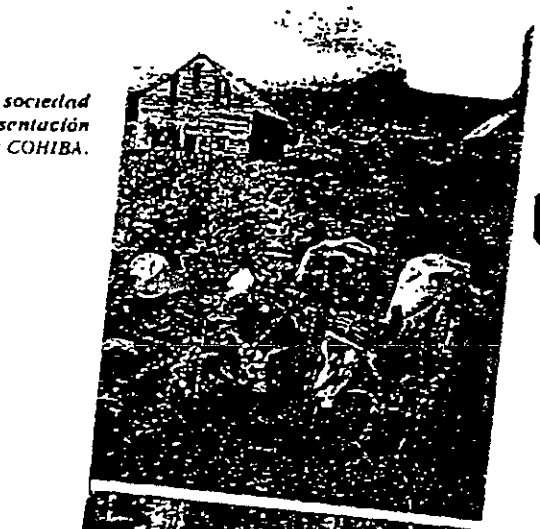
El primer producto elaborado dentro de esta nueva línea de trabajo fue Cigarrillos Negros COHIBA, en 1987, fabricados bajo licencia por la Compañía CITA Tabacos de Canarias S.A. Estos cigarrillos son elaborados 100 % con rama negra cubana, a partir de una ligada previamente seleccionada por verdaderos conocedores del tabaco en rama cubano.

Los cigarrillos fueron comercializados en una primera etapa con un diseño creado especialmente. Desde el punto de vista anecdótico cabe decir, que la caligrafía utilizada en el nombre de marca corresponde a la de Jaime Más Manzanares, antiguo Director de Cubatabaco y de Coiba S.A. Posteriormente y con el objetivo de que la imagen del cigarrillo coincidiera con la de COHIBA Habano, se decidió modificar el diseño del envase y se hizo un nuevo lanzamiento por parte de CITA basado en el mensaje. *Su sabor natural viene de Cuba*.

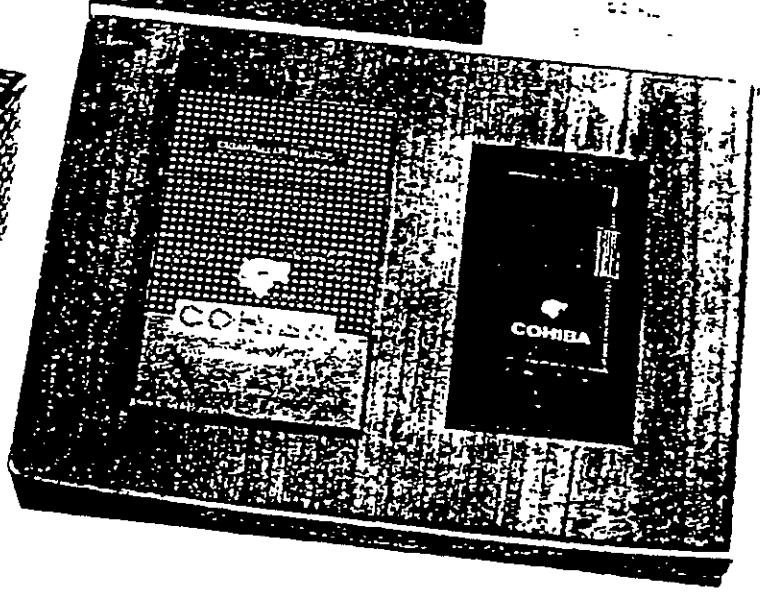


P2398

Souvenir obsequiado por la sociedad canaria CITA en la presentación del nuevo envase de los cigarrillos negros COHIBA.



Su sabor natural viene de Cuba.



Primer envase (fuera de uso) de cigarrillos negros COHIBA y muestra del actual, adecuado a la imagen del COHIBA habano

P2399

Mini COHIBA

A partir del 17 de noviembre de 1994 vio la luz un nuevo producto de esta marca. Esta vez fue el resultado de un minucioso trabajo realizado entre especialistas de la SEITA (Francia) y Cubatabaco. El mini COHIBA, fabricado en la manufactura de Stramburgo, establecida desde 1849 en el corazon de la ciudad Alsacienne, resulta de la unión de una excelente materia prima 100 % cubana, escogida especialmente para este proyecto y del *savoir-faire* de la SEITA en materia de fabricación.

Elegante y refinado, el Mini COHIBA posee la plenitud del gusto, el dulzor y el aroma incomparable de los habanos. Con éste, los principiantes se adentran en el futuro mundo de los habanos y los amateurs logran en un instante disfrutar su grandeza.

Con el objetivo de conocer las características del lanzamiento de este producto que resulta cada vez de más amplia demanda, visitamos a Madame Gisèlle Sahut, Jefe de productos en la SEITA, la que gustosamente nos informo al respecto.

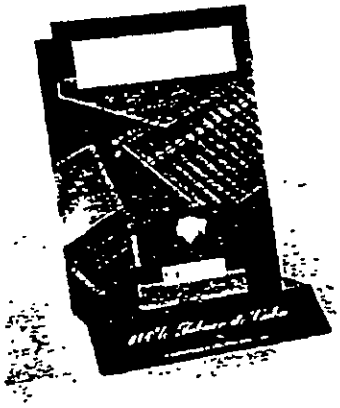
El lanzamiento se realizo en el mejor lugar para representar la leyenda, la tradición y el lujo que están asociados a esta marca. El fabuloso tren internacional Orient Express, que realizo su primer viaje el 4 de octubre de 1883 y que se encuentra decorado por artistas de renombre mundial, fue escogido como marco excepcional para este producto excepcional.

La velada nocturna se organizó en una zona delimitada de una estación parisiense, en la que estuvo presente en todas sus manifestaciones el ambiente de la isla caribeña. Participaron alrededor de ciento setenta personas que tuvieron el placer de presenciar el lanzamiento internacional de este producto.

1. El señor Bruno Vuitille, director de Cigarros de la SEITA.

2. Los señores Raul Roa Kourri, embajador de Cuba en Francia y Ramon Julia, Consejero Comercial.

Souvenir obsequiado por la SEITA en el lanzamiento del Mini COHIBA y expositor del producto.

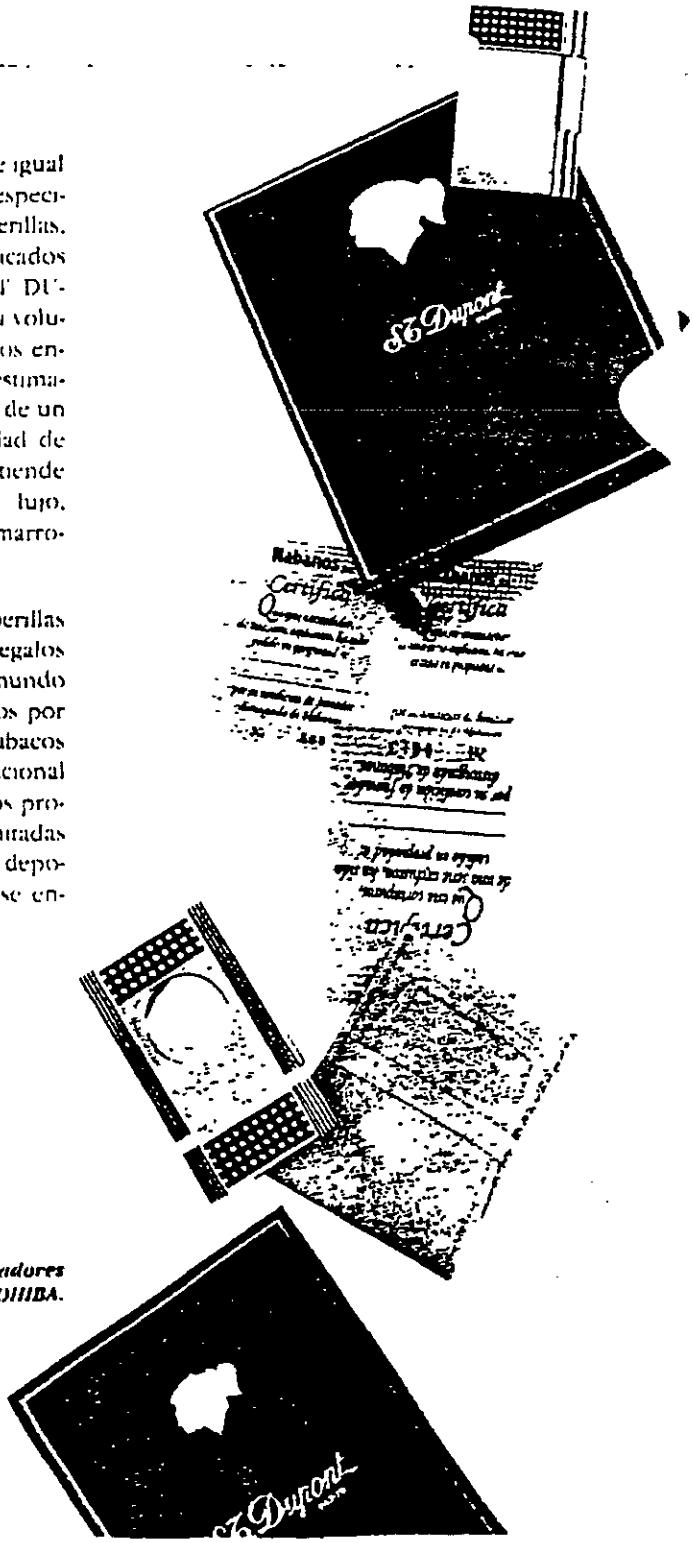


P2401

Artículos para fumadores

La marca COHIBA ha sido utilizada de igual forma en artículos para fumadores, específicamente en encendedores y corta perillas, artículos de primerísima calidad, fabricados por la prestigiosa firma francesa ST DUPONT, que hoy es considerada por su volumen de ventas, el líder mundial de los encendedores de lujo, con una cuota estimada en un 48 % por cantidad y en más de un 50 % por valor. La reconocida calidad de las producciones de esta firma se extiende hacia otros objetos personales de lujo, como son la línea de escritorio, de marroquinería y de relojes.

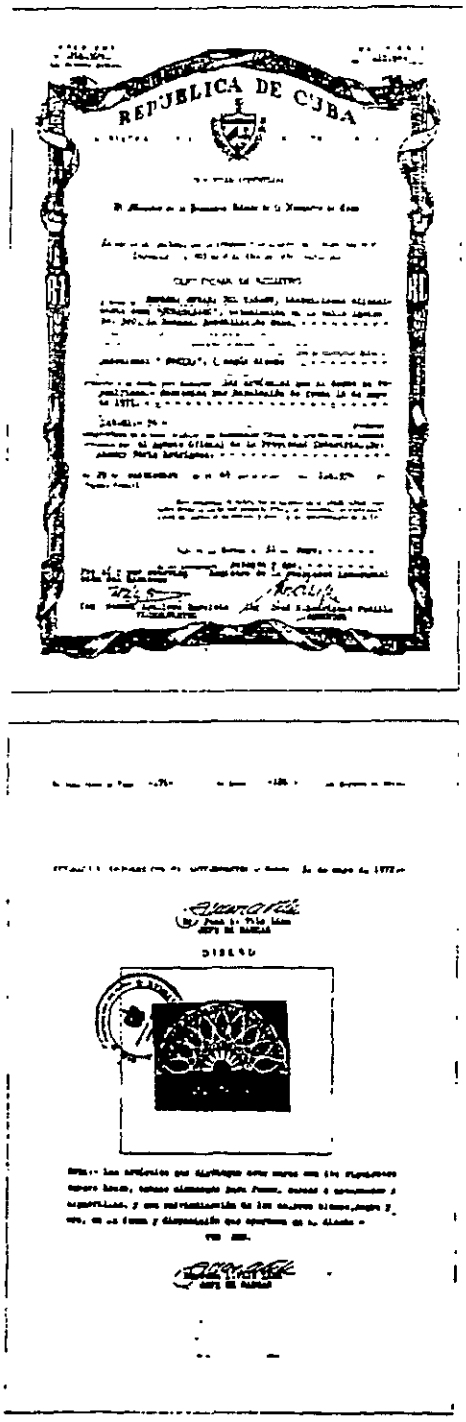
Los encendedores y los cortaperillas COHIBA fueron concebidos como regalos de alto nivel a personalidades del mundo del habano y para ser comercializados por los Distribuidores Exclusivos de los tabacos torcidos cubanos y por la red internacional de tiendas *La Casa del Habano*. Estos productos son fabricados en series limitadas numeradas consecutivamente, a fin de poder conocer las personas a quienes se entregan.



Artículos para fumadores marca COHIBA.

P2402

Protección marcaria



La protección de la marca COHIBA comenzó el 29 de septiembre de 1969 fecha en que se solicitó el registro en Cuba de su primer diseño. A partir de esa fecha comenzó un arduo trabajo de protección internacional, lo cual se traduce en la existencia de más de 260 registros nacionales

Las características de su nombre han permitido su amplia protección sin grandes contratiempos. No obstante, un ejemplo de esta dificultad ocurrió en Alemania, donde le fue rechazada su protección, debido a una oposición presentada por los propietarios de la marca Troika, fundamentados en el hecho de que ambas poseían las mismas vocales y en el mismo orden Años después, al caducar el derecho de Troika, varias sociedades solicitaron el registro a su favor de la marca COHIBA en la clase de productos tabacaleros Una vez más, una entidad extranjera fue beneficiada y solo después de extensas negociaciones, se consiguió el traspaso a favor de Cubatabaco

COHIBA, como toda marca notoria ha sido objeto tanto de piratería como de falsificación marcaria En lo que se refiere a piratería, los casos más representativos han sido los registros existentes a nombre de entidades distintas a Cubatabaco en México, Brasil, Republica Dominicana y en Estados Unidos de América.

Primer certificado de registro de la marca COHIBA

El caso mexicano fue posible dada determinadas irregularidades en el sistema registral de ese país, pues la protección de la solicitud pirata fue otorgada a pesar de haber un registro previo a nombre de Cubatabaco. Luego de las correspondientes gestiones judiciales se logró cancelar el registro de una forma muy simple: al llegar a la fecha límite para la renovación sus propietarios no intentaron ejercer ese derecho. Desconocemos las razones que los motivaron, bien pudo ser por olvido involuntario o simplemente por determinar la contraparte que tenían pocas posibilidades de éxito.

En Brasil se tipificó un auténtico caso de piratería generalizada. Un señor de origen alemán aprovechó la coyuntura de que en aquel entonces no se comercializaban los tabacos cubanos en ese país y se dio a la tarea de registrar prácticamente todas las marcas tabacaleras cubanas. Se iniciaron varios pleitos, entre ellos el relativo a la marca COHIBA, pero con el paso del tiempo se logró negociar el traspaso amigable de todas las marcas piratéadas. Los dos casos restantes aun están pendientes de solución.

Un hecho paralelo a la piratería de esta marca viene dado por la constante falsificación a que se encuentran sometidos los COHIBA. Los cigarros de categoría premium figuran entre los productos de lujo que son objeto frecuente de falsificación, tales como los relojes CARTIER y los perfumes GIVENCHY.

Los orígenes de los COHIBA *falsos* son varios, desde la República Dominicana, Honduras y hasta la misma Cuba, y su destino alcanza a los más disímiles países, incluyendo Estados Unidos de América. Según un artículo publicado en el número de verano de 1994 de la revista *Cigar Aficionado*, COHIBA constituye el cigarro más falsificado en el mundo.

En la revista *European Cigar Cult Journal* fue publicado recientemente un artículo sobre la fábrica que produce los cigarros COHIBA en la República Dominicana, en el cual su redactor describe los infructuosos intentos por lograr entrevistar al dueño de la tabaquería.

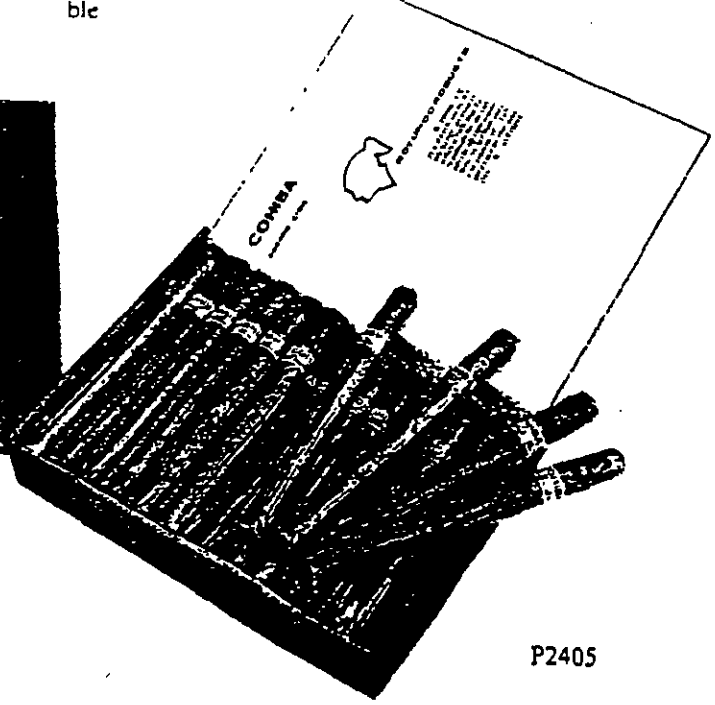
Un reportaje similar apareció en la edición de septiembre de 1995 de la revista francesa *L'Amateur de Cigare*. Esta vez Jean Michel Caroit, autor de la investigación tampoco tuvo la posibilidad de conocer al pirata de origen español nombrado Julio Pérez González. La fábrica se encuentra situada en un lugar estratégico, justo en el parque Colón, lugar de gran afluencia de turistas. Los falsos COHIBA nada tienen que ver con los legítimos, pero realmente los incautos saltan de alegría al encontrar esta prestigiosa marca a precios tan atrayentes.

Muchas han sido las acciones administrativas y judiciales emprendidas, tanto en Cuba como en el extranjero, para limitar en lo posible este fenómeno. Uno de los casos más representativos lo constituyó la

Foto de la fachada de la fábrica de falsos COHIBAS en Santo Domingo, República Dominicana, publicada en la revista austriaca "European Cigar Cult Journal".

demanda presentada en Francia contra la sociedad Compañía del Caribe, por la comercialización de tabacos COHIBA falsos, en la que se obtuvo un fallo definitivo a favor de la parte cubana, después de llegar hasta la máxima instancia judicial de esa nación europea

Todos estos hechos, con independencia de las contrariedades que ocasionan en la comercialización del producto y del engaño que pueden ocasionar a los sedientos seguidores de esta marca, ratifican la calidad y el prestigio incuestionable del único COHIBA, el COHIBA Habano, cuya comercialización internacional es realizada en la actualidad, por dos entidades Cubatabaco para el mercado francés y Corporación Habanos S.A para los restantes territorios, entidades que hacen y harán todo lo posible, por defender este producto inigualable



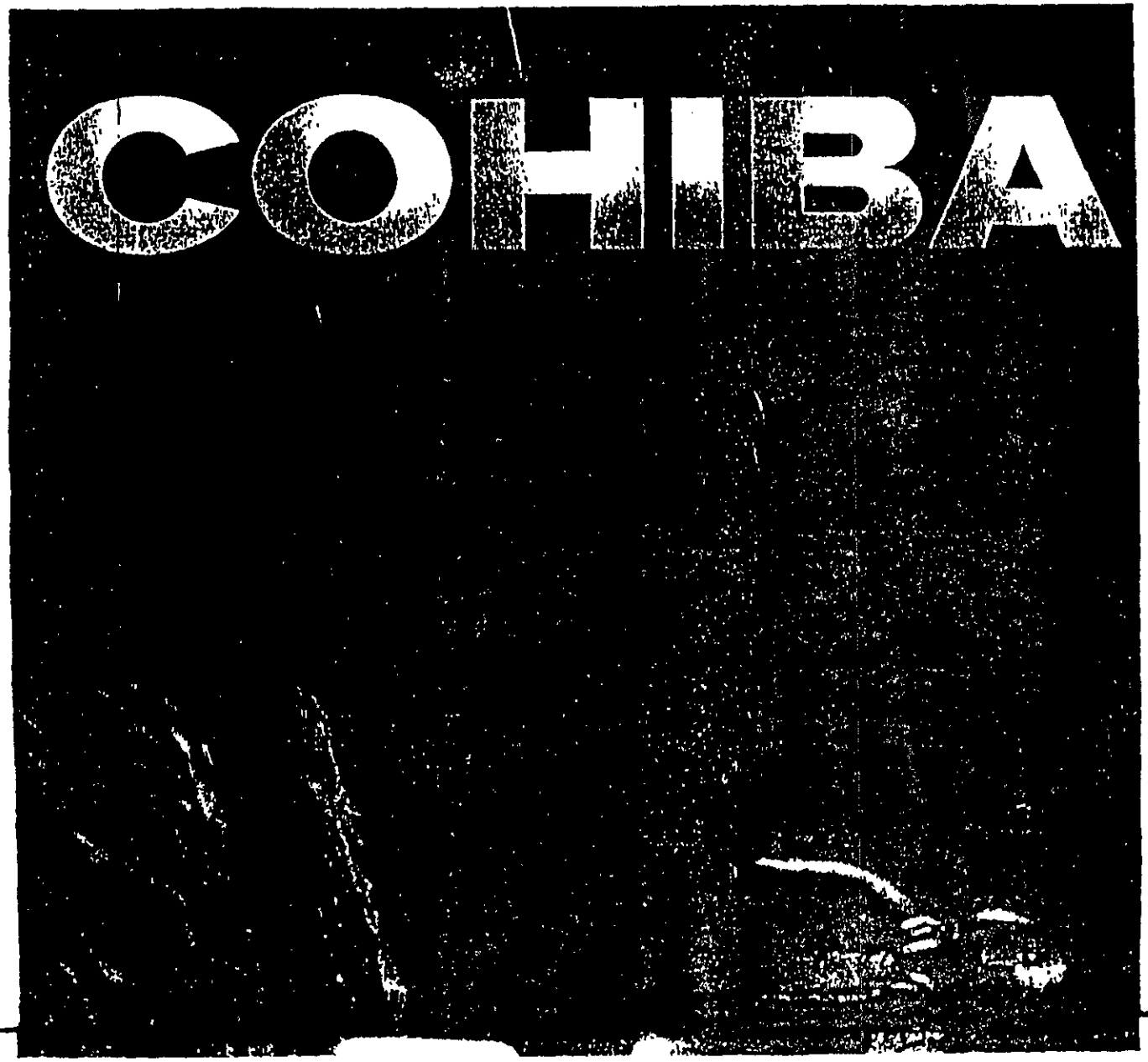
Falsificaciones de COHIBA vendidas en Aruba y Suiza

P2405

P2406

El placer de las Estrellas

P2408



El placer de las Estrellas

Considerada por los amateurs como la marca de cigarros más prestigiosa del mundo, COHIBA ratifica hoy su doble condición de revolucionaria y noble. El cigarro que alcanzó notoriedad mundial en las manos de una de las personalidades más relevantes del siglo ha devenido símbolo de prestigio, capaz de provocar la euforia en cualquier ansioso seguidor, dispuesto a pagar el precio que sea necesario Hace apenas dos años llegó a pagarse 18 500 USD por un cajón de Lanceros de 50 unidades, en una subasta realizada en Londres en beneficio de la Salud Pública cubana

Es por eso que en el primer número de la revista norteamericana *Cigar Aficionado* (otoño de 1992) aparece un extenso artículo dedicado a "La Leyenda de COHIBA" En la propia edicion se publican los resultados de un Test de degustación a ciegas dedicado a la vitola robusto, en la que los Robustos de COHIBA obtuvieron la mayor puntuación

Los seguidores de COHIBA abarcan todas las esferas desde reyes, jefes de Estado, hombres de las finanzas y el comercio hasta artistas de todas las latitudes

P2409

Según la revista *Epicur*, no 1, 1993, desde el Rey Juan Carlos de España y la Reina de Inglaterra, pasando por grandes personalidades del mundo político como Boris Yeltsin o Sadam Hussein, todos ellos tienen en común el saber apreciar el rico y elegante aroma, el carácter fino y delicado de un COHIBA. Sin dudas al periodista le faltó mencionar al expresidente del gobierno español Felipe González, conocido como un fiel admirador de esta marca de habanos

El aroma de esta joya incomparable invade incluso los organismos internacionales En digno placer mutuo, COHIBA constituye el habano predilecto del excelentísimo Sr Arpad Bogsch Director General de la Organización Mundial de la Propiedad Intelectual (OMPI), uno de los 16 organismos especializados del sistema de Naciones Unidas que tiene precisamente la funcion de promover la protección de la propiedad intelectual a nivel internacional

Sobre su condición de fumador de COHIBA, el Sr Bogsch expresó al autor de este libro lo siguiente:

> He fumado cigarros en los últimos 60 años Ahora tengo [illegible] años, lo que significa que comence a fumar desde los 1[illegible] años Mi padre, quien era un abogado en Budapest, fumaba cigarros durante todo el día Ninguno de los dos fumo jamás cigarrillos
> Un buen almuerzo o cena, que no viene acompañado de un buen tabaco, es una comida incompleta

Arpad Bogsch, Director General de la Organizacion Mundial de la Propiedad Intelectual (OMPI), fumador de COHIBA desde hace diez años

Toda mi vida he fumado cigarros cubanos. En los ultimos 10 años solo fumo COHIBA. Descubrí los COHIBA, en una ocasion que fui recibido por el Presidente Dr. Fidel Castro. le comente que desde la muerte de Churchill y desde que él dejo de fumar los fumadores de cigarros ya no tenian un lider mundial. Él me pregunto cual era mi interes en el asunto. En ese momento le confese que toda mi vida habia fumado cigarros y que todavía fumaba.
¿Que encontre en mi cuarto cuando llegué a casa despues de esa entrevista? Una enorme caja de cigarros COHIBA. desde ese momento, mi fiel amigo.

Los puros constituyen algo más para el Sr. Alpad Bogsh

Yo soy abogado y Director General de la Organizacion Mundial de la Propiedad Intelectual. La OMPI es una organizacion intergubernamental y Cuba es uno de sus 160 estados miembros. Una de las tareas de esta Organizacion es promover la proteccion de las denominaciones de origen y las marcas. Esto significa, en lo que se refiere a los cigarros cubanos y a COHIBA, que los tratados de la OMPI pueden ser invocados, en caso de que los mismos sean vendidos o anunciados como cubanos, cuando en realidad no vienen de Cuba. Y significa que si alguien vende o realiza una publicidad de estos cigarros bajo la marca COHIBA, sin estar autorizado por CUBATABACO, los tratados de la OMPI pueden ser invocados contra los falsificadores. Como se ve la proteccion de los derechos de propiedad industrial a nivel internacional tienen una importancia crucial para Cuba y COHIBA.

El presidente Fidel Castro impone la orden Carlos J. Finlay a Arpad Bogsch

En el mundo de los negocios son muchos sus admiradores. Un ejemplo notable lo constituye el Sr. Pedro Pérez, antiguo Presidente de la sociedad española Tabacalera S.A., merecedor del galardón Hombre Habano del año 1995 en la esfera de los negocios, por la actividad desplegada durante su mandato, quien se confiesa un fiel amante del COHIBA Robusto. Otro tanto ocurre con el actual Presidente de la sociedad francesa SEITA, el Sr Jean Dominique Comolli.

El universo artístico no ha escapado tampoco a este hechizo Constantemente aparecen pruebas que avalan dicha afirmación, como es el caso de la foto publicada en la revista francesa *L'Amateur de Cigare* de septiembre de 1996, en la que aparece la actriz Vanessa Williams, primera Miss América negra fumando un COHIBA Robusto en la premier del último filme de Arnold Schwarzenegger realizada en Los Angeles

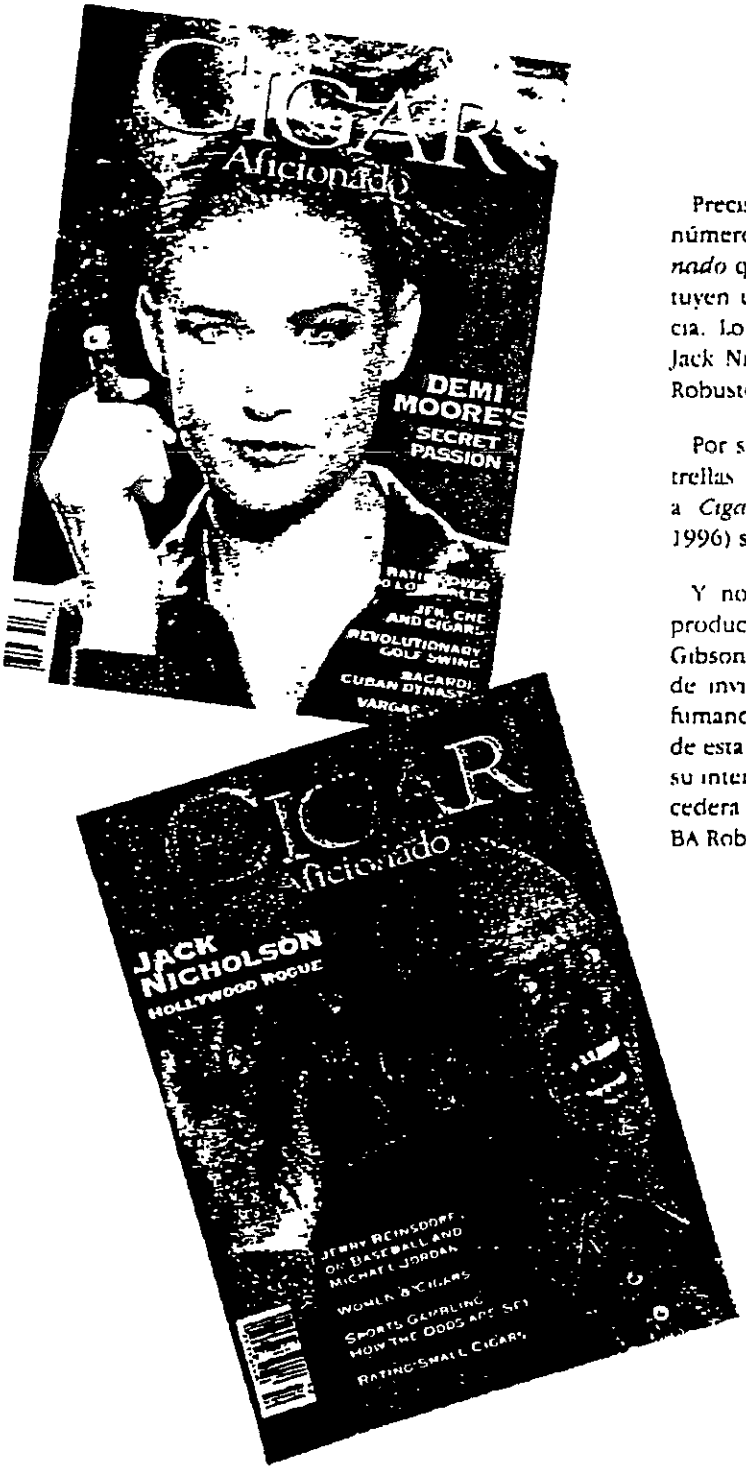
Una foto similar pero esta vez en compañía del propio Schwarzenegger, en cuyos dedos se aprecia fácilmente la anilla del COHIBA, fue publicada en el no 12 de la revista española *Epicur*, en cuyo Editorial se destaca la reacción no esperada por las autoridades gubernamentales y mucho menos por las ligas antifumadoras norteamericanas El consumo de puros constituye un verdadero boom, que se expande rápidamente a lo largo y ancho de Estados

1 Sr. Pedro Pérez, ex presidente de Tabacalera S.A. recibe el trofeo Hombre Habano del Año *1995*

2. Sr Jean Dominique Comolli, presidente de la sociedad francesa SEITA.

Unidos. A pesar de que el bloqueo anticubano prohíbe la adquisición legal, los Habanos entran por diferentes vías, por lo que COHIBA y otras marcas prestigiosas no dejan de ser degustadas por sus ciudadanos. Los artistas de Hollywood y cualquiera que se precie de estar en la cresta de la ola se ha sumado a la moda de fumar cigarros Viendo a Arnold Schwarzenegger, Vanessa Williams o a Demi Moore degustando un habano, resulta muy difícil hacer caso a las protestas de los perseguidores del humo

P2413



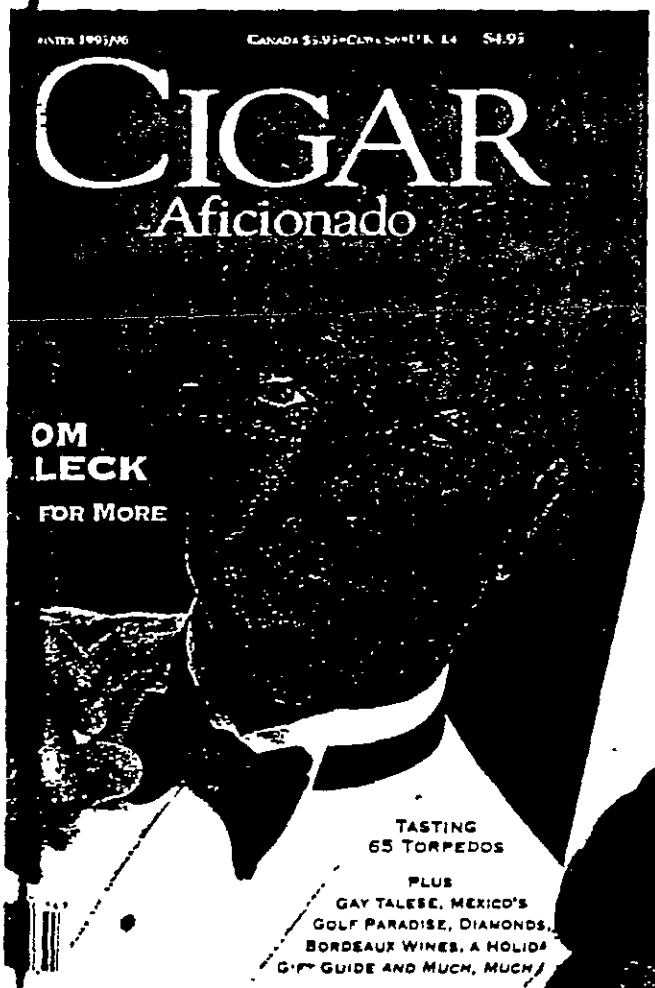
Precisamente Demi Moore declaró en el número de otoño de 1996 de *Cigar Aficionado* que las Panetelas de COHIBA constituyen uno de los cigarros de su preferencia. Lo mismo sucede con el carismático Jack Nicholson con respecto al COHIBA Robusto

Por su parte Tom Selleck, otra de las estrellas de Hollywood, confesó igualmente a *Cigar Aficionado* (invierno de 1995-1996) ser amante del COHIBA Robusto

Y no por gusto el galardonado actor productor y director de Hollywood Mel Gibson aparece en la portada de la edición de invierno de 1996 de la revista *Smoke* fumando una de las más codiciadas vitolas de esta marca. Mel comenzó el diálogo con su interlocutor a través de la huella imperecedera dibujada por el humo de un COHIBA Robusto

A pesar de la prohibición de ingreso en Estados Unidos COHIBA cautiva a Hollywood

P2414



Tom Selleck, un fiel fumador del COHIBA Robusto

P2415

El orgullo de sus creadores

Seguros de que el placer de las estrellas constituye un regocijo para todas aquellas personas, que estuvieron, están y estarán vinculadas por siempre a la historia de esta marca, nuestra curiosidad nos impulsó a conocer el significado de COHIBA a 30 años de su creación, para aquellos que le dieron vida, para los que lo amamantaron y para los que tienen la responsabilidad de mantener su perpetuidad.

Deseosos de saciar nuestra curiosidad, no se escatimó esfuerzos en contactar algunas de estas personas, con el objetivo de conocer sus reflexiones

COHIBA constituye un gran orgullo, me siento satisfecho de haber creado un producto cuya ligada y formato ha sido de aceptacion universal revolucionando en sus inicios todos los canones establecidos Al país le ha sido muy util pues confirma una vez mas la calidad inigualable del Habano Partiendo de este criterio considero que no estan agotadas las posibilidades del tabaco cubano y por lo tanto se pueden lograr cosas tan notorias como el COHIBA

Estas fueron las palabras de Eduardo Rivera, en la tarde del 30 de septiembre de 1996, las cuales emitió con reflexion tras un sorbo de cafe hecho expresamente por él y una extensa bocanada de un delicioso Habano.

Eduardo Rivera, satisfecho de haber creado un producto cuya ligada y formato logró aceptacion universal.

Chicho, disfruta en la actualidad la notoriedad alcanzada por COHIBA.

Avelino Lara

El mismo día pero unas horas más tardes, ante igual pregunta, *Chicho* miró a lo lejos y manifestó: "COHIBA ha sido una gran obra creada por el Comandante. Significa la luz de éste y de Celia de llevar al tabaco la Revolución Cubana."

Por su parte, Avelino Lara, quien la llevó de la mano durante un cuarto de siglo, confiesa "COHIBA significa mucho para mí. Viví y dormí con el COHIBA durante 25 años."

P2417

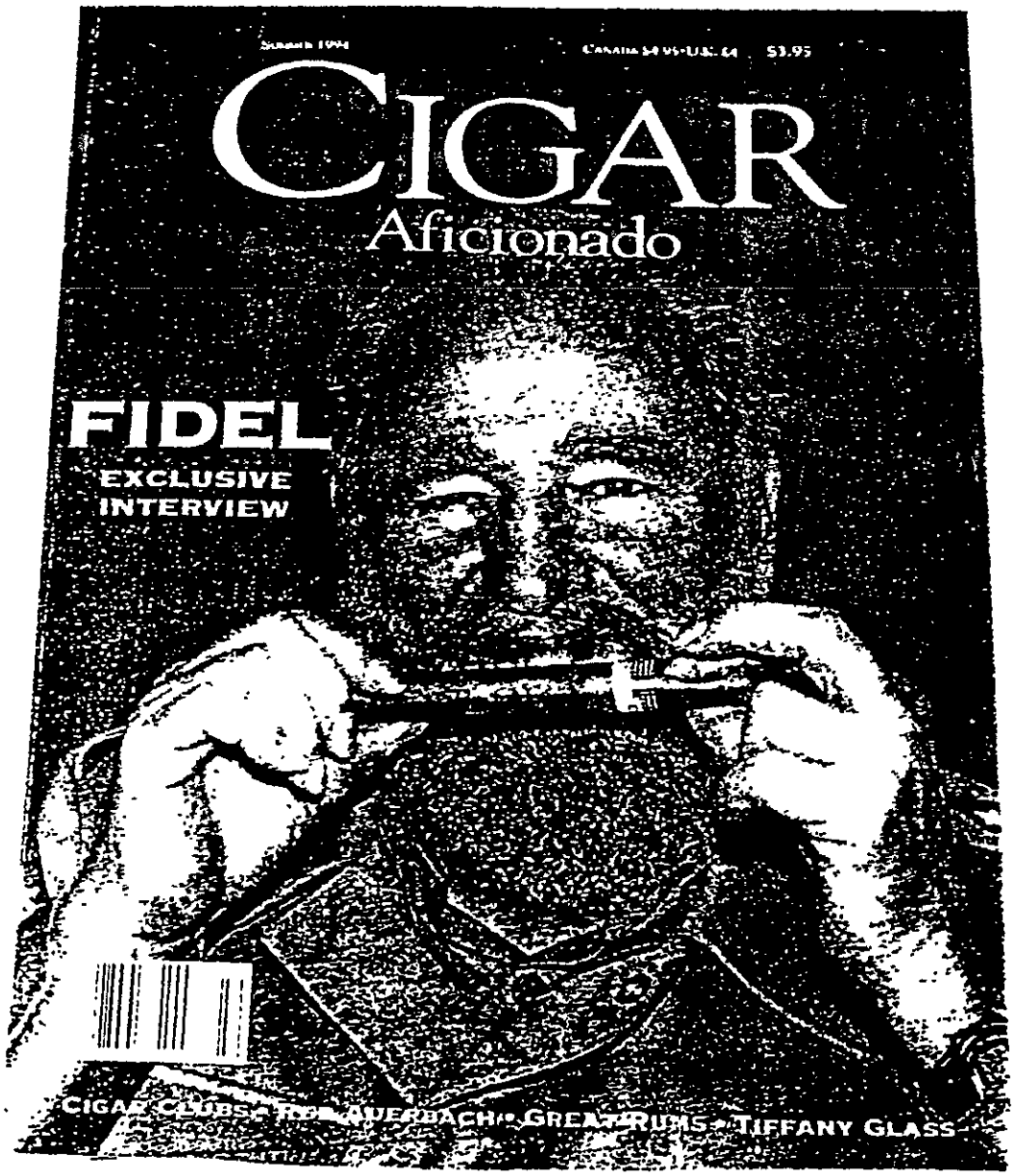
Para el presidente de Habanos S.A., Francisco Linares Calvo, una de las personas que tiene hoy en sus manos el destino de este vital producto cubano

COHIBA es un fruto de la Revolución Cubana y por lo tanto nuestra joya más preciada. Existirán otras nuevas marcas lo cual constituye uno de nuestros retos pero sin duda alguna le corresponde el lugar cimero por su origen revolucionario y a la vez la realeza de su distinción. Ese mérito está avalado por su incuestionable calidad y por haber sido la primera de todas

El hecho de que a 30 años de su creación Fidel Castro continúe obsequiando COHIBA a altas personalidades significa una prueba más de su ratificada excelencia. Ello le fue expresado por Fidel al periodista norteamericano Marvin Shanken ante la insistente pregunta de si regalaba actualmente otra marca de Habanos

Francisco Linares, Presidente de HABANOS S.A.
COHIBA es un fruto de la Revolucion Cubana,
y por lo tanto nuestra joya mas preciada.

P2418


CIGAR
Aficionado
FIDEL
EXCLUSIVE
INTERVIEW
CIGAR CLUBS
AUERBACH
GREAT RUMS
TIFFANY GLASS

P2419

Para completar este recorrido de reflexiones se consideró indispensable visitar la casa del COHIBA. Allí aguardaba Emilia Militza Tamayo, actual Directora de El Laguito, una incansable trabajadora con 21 años de vida vinculada a este producto y un entusiasta grupo de aproximadamente 163 trabajadores, en su mayoría mujeres, inmersos en el cumplimiento del plan de entregas correspondiente al mes de septiembre de 1996.

Con el objetivo de permitir que Emilia termine de dar las instrucciones pertinentes y de ayudar como una trabajadora más al desenvolvimiento de esta larga jornada de trabajo, pues son ya pasadas las 6:00 de la tarde, se invirtió el tiempo en recorrer las obras de reconstrucción de la fábrica, las cuales se realizan con el objetivo de mejorar las condiciones de trabajo y para vestir las mejores galas ante los cientos de visitantes que la recorrerían en los festejos por el trigésimo aniversario.

Una vez terminado el recorrido, aún jadeante, Emilia se seca el sudor de la frente y responde con una sonrisa en los labios.

> Puedo decir con absoluto convencimiento que COHIBA forma parte de mi vida. Constituye un orgullo y un reto constante, pues tengo en mis manos la obligación de mantener e incrementar la notoriedad alcanzada. No puedo escatimar esfuerzos ni perder tiempo en esta obra diaria.

Emilia Militza, actual directora de la fábrica

junto a tres de las torcedoras fundadoras, Margarita, Josefina y Cristina.

Junto a Emilia Militza (de izquierda a derecha) algunas de las trabajadoras mas antiguas de la fábrica: Norma Fernández, Maria Antonia Sierra, Maria Lucila Moreno, Caridad Barrios, Carmen Rosa Hardi, Mirurgia Méndez y Olga Pedro Zulueta

Dos son los objetivos de Emilia

Crecer en la producción y ante todo, mantener la calidad. Dentro de mis planes y deseos está poder construir un nuevo edificio al fondo de la actual fábrica, con el objetivo de ampliar su capacidad productiva y dejar la actual como vitrina de la perfección en viva constancia de lo que fue en un inicio

Tras la despedida de Emilia, seguros de que hará todo lo posible por lograr sus objetivos, queda el aroma del COHIBA y con él páginas llenas de pinceladas históricas, de una marca inmersa en el misticismo de su juventud de treinta años y en su ancianidad de más de cinco siglos, páginas que les han permitido conocer los secretos de una leyenda viva.

Se avecina un futuro de perpetuidad y de batallar constante por su protección total, en el que corresponde a los tabaqueros cubanos mantener y superar el prestigio alcanzado, con un sólo objetivo *Continuar garantizando la sublimidad de una satisfacción*

Este reto corresponde a los hombres y mujeres que laboran en esa gestora de placeres, en ese taller de ensueños que un día creó un secreto para una de las personalidades más carismáticas de este siglo y que hoy sigue siendo uno de sus regalos predilectos

P2422

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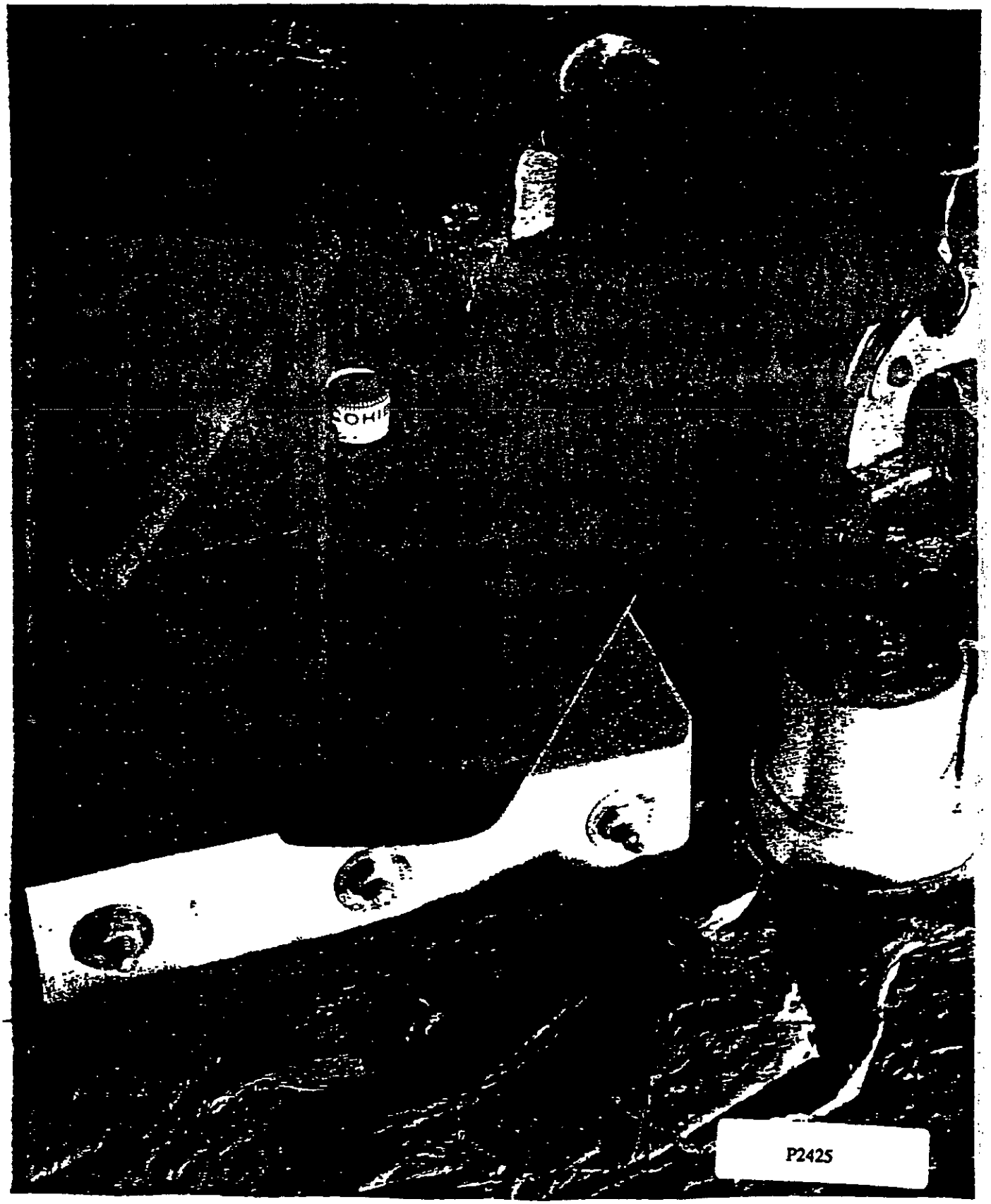
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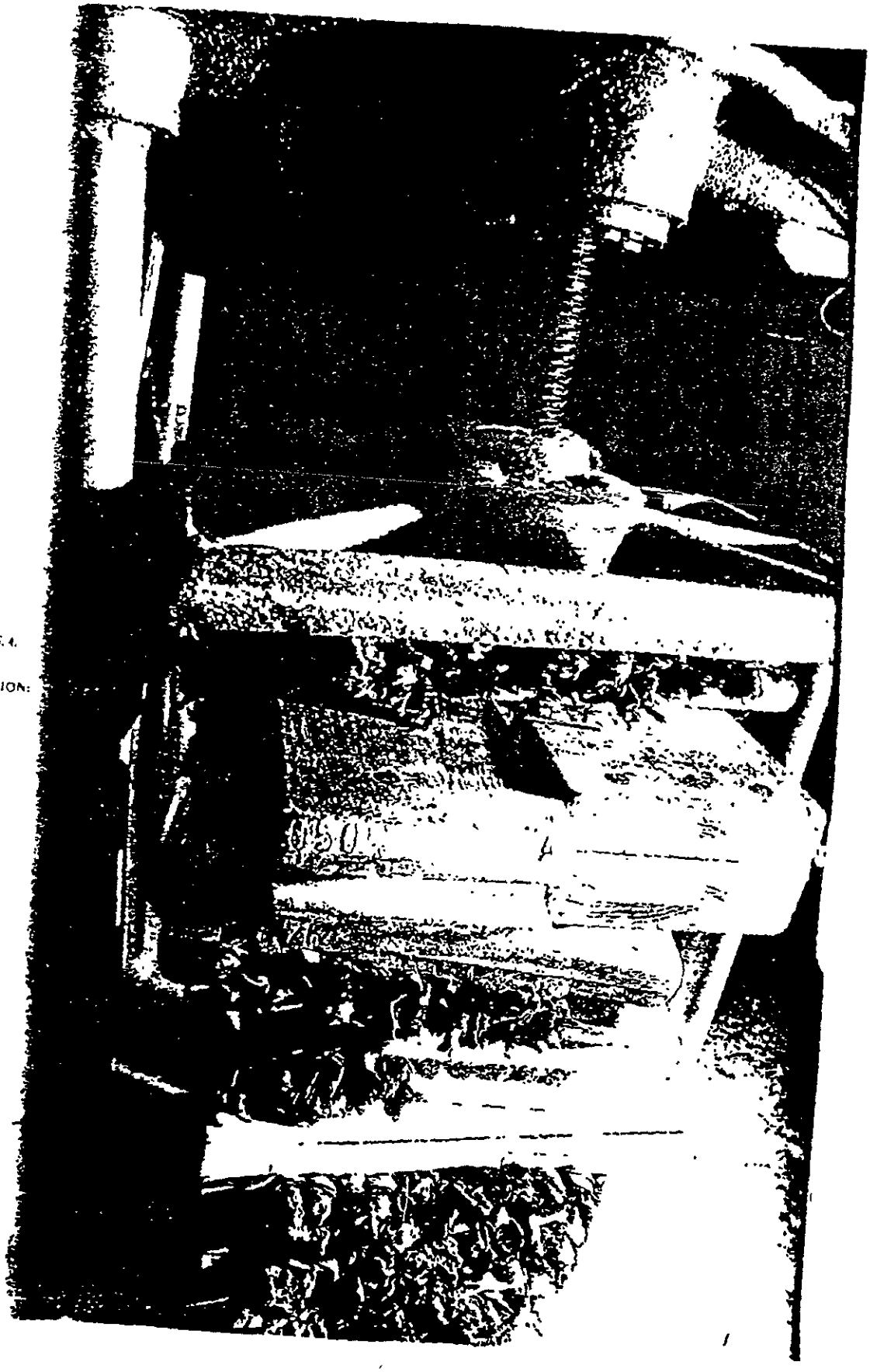

FOTOMECANICA

Fotomecanica Da Vinci de Cuba S. A.

IMPRESION Y ENCUADERNACION:

Comercial Relieve S.A

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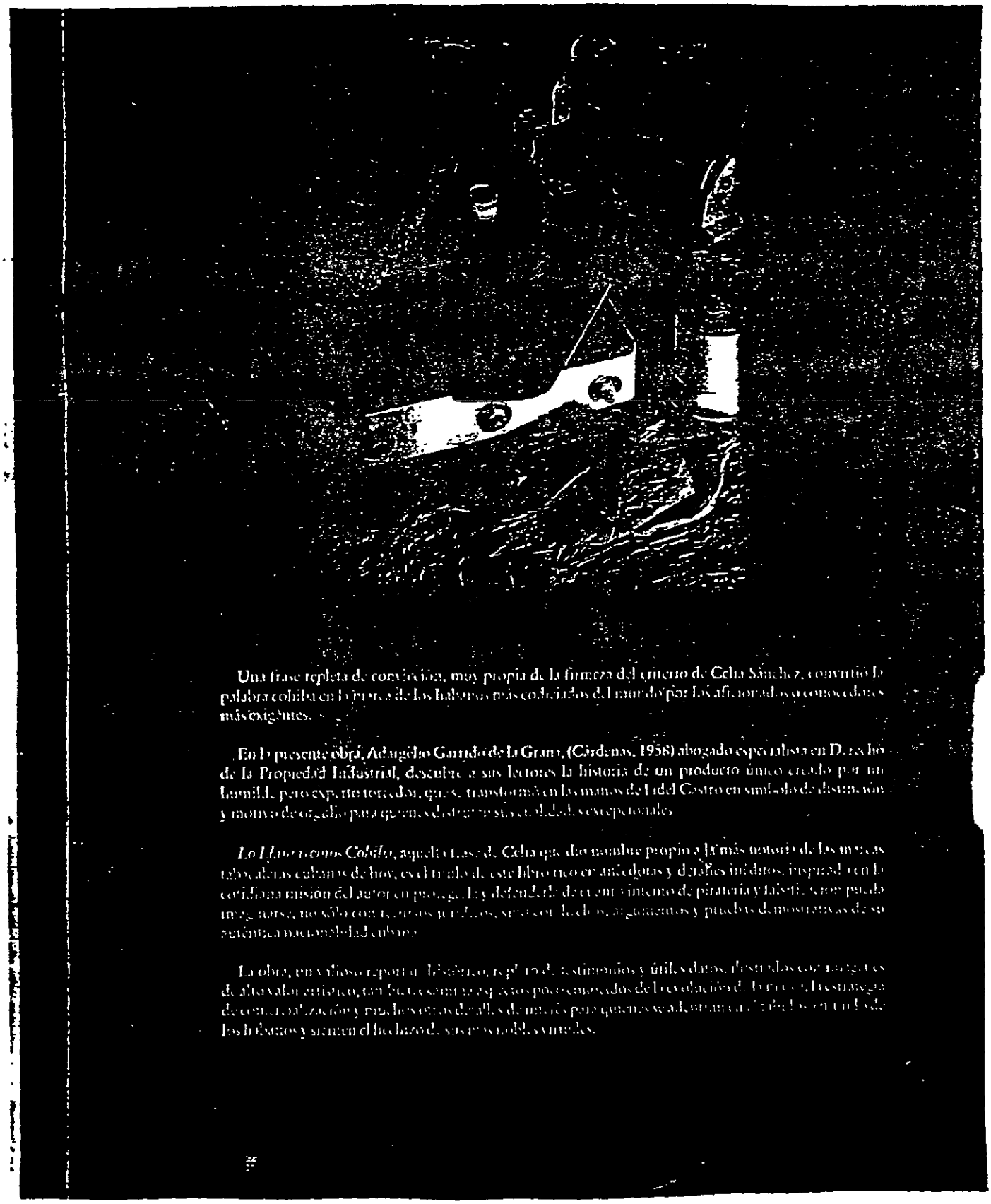

Una frase repleta de convicción, muy propia de la firmeza del criterio de Celia Sánchez, convirtió la palabra cohiba en la marca de los habanos más codiciados del mundo por los aficionados o conocedores más exigentes.

En la presente obra, Adargelio Garrido de la Grana, (Cárdenas, 1958) abogado especialista en Derecho de la Propiedad Industrial, descubre a sus lectores la historia de un producto único creado por un humilde pero experto torcedor, que se transformó en las manos de Fidel Castro en símbolo de distinción y motivo de orgullo para quienes disfrutan sus cualidades excepcionales.

Lo Llamaremos Cohiba, aquella frase de Celia que dio nombre propio a la más notoria de las marcas tabacaleras cubanas de hoy, es el título de este libro rico en anécdotas y detalles inéditos, inspirado en la cotidiana misión del autor en protegerla y defenderla de cuanto intento de piratería y falsificación pueda imaginarse, no sólo con recursos jurídicos, sino con hechos, argumentos y pruebas demostrativas de su auténtica nacionalidad cubana.

La obra, un valioso reportaje histórico, repleto de testimonios y útiles datos, ilustrados con imágenes de alto valor artístico, también examina aspectos poco conocidos de la evolución de la marca, la estrategia de comercialización y muchos otros detalles de interés para quienes se adentran en el tabaco en un lado de los habanos y sienten el hechizo de sus más nobles virtudes.

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 06

Photo: Eddy

Photo: Freddy

cuba tabaco

INTERNATIONAL

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In this issue

	PAGE
In constant search to the future	5
The Havana Cigar Information Center	15
Our Crafts	20
Cuban Tobacco has great friends	24
From Pole to Pole	31
Export outlook	34
Take care of Havana Cigars and the smoking pleasure will be complete	38
From the 500	44
The history of San Antonio Town	47
Havana Cigar: a product in wich everything is important	57
Summaries	65
Habano Humour	70

P10734

CUBAN TOBACCO HAS GREAT FRIENDS

Text: Ada Oramas
Photos: George Monteagudo and archive

Due to its incomparable quality Havana cigars are preferred by smokers all the world over. More than eighty countries sell, in addition to Havana cigars, Cuban leaf tobacco for the blend of the cigars and cigarettes manufacturing, as well as other tobacco products.

Many are the customers who purchase and distribute these products in their respective countries, and some of them manufacture also cigars or cigarettes using a proportion of Cuban leaf tobacco. These people, great friends of Cuban tobacco, are frequent visitors to our country in order to sign the corresponding agreements on the purchase of the produce from our famous tobacco fields.

And so it is that personal contacts carry within themselves a decisive factor in tobacco business. This is why, along with Cuban officials' travels abroad aimed at facilitating sales efforts and tobacco products advertising, an increasing number of visiting importers are welcomed in Cuba every year. They come here with the purpose of analyzing — right on the spot — all the matters concerning the products which they purchase, and to inspect tobacco qualities, to make visits to tobacco fields, product-improvement departments, warehouses, and cigar and cigarette factories, as well as to sign with **Cubatabaco Export Enterprise** a series of agreements relative to this line of business, which involve the quantities and qualities of leaf tobacco to be exported, delivery

P10736

Act of signing the contract between Tabacalera S.A. and Cubatabaco. At the photography: Mr. Marcelo Fernández Font, member of the CC of the PCC and Minister of Exterior Commerce; the Spain's Ambassador in Cuba, Mr. José Manuel Becerra; Mr. Alberto Monreal Luque, president of Tabacalera S.A.; Mr. Jaime Más Manzanares, director of Cubatabaco; and the Viceminister of MINCEX, Mr. Ricardo Fabrisas. Officials of the Ministry and Cubatabaco Enterprise participated too in the act.

terms) tobacco conditioning, introduction of new sizes, advertising to be carried out during the year and price conditions in the market.

As is known, tobacco product importers in different countries throughout the world are the firms which — because of their experience and tradition in handling our tobacco — are the most important within this activity in their respective countries.

The flow of Cuban tobacco importers towards our country is an extraordinary event. Suffice it to say that during 1978 **Cubatabaco** welcomed thirty-six delegations which completed forty visits in a period of 195 days.

Among the firms which visited us there stands out in the first place **Tabacalera S. A.**, from Spain, not only because of the date of their arrival in Cuba but also due to the primary importance of the Spanish market for our tobacco. This firm handles the manufacture and distribution of its products, as well as those imported from Cuba, throughout the peninsular territory and Balearic Islands. The delegation was headed by its president, Mr. Alberto Monreal Luque, and was composed of Messrs.: Carlos García de Vinesa Zabala, delegate of the Gouvernment, Baldomero Palomares Díaz, adjoint Director and the officials: Enrique Delgado and Cándido Velázquez.

Tabacalera S. A. and **Cubatabaco** signed an important agreement thereby arriving at new and interesting arrangements for the years 1978 to 1980, through which the Spanish market requirements will be met with regard to Cuban cigars and leaf tobacco. By this agreement new outlooks are seen for the development of our exports to Spain, thus making possible the realization of a substantial extension of **Cubatabaco's** representatives in that country.

Last year we were visited also on three occasions by Mr. Nicolás Socorro Soto, from the firm **Nicolás Socorro Guerra**, Canary Islands, who — for over the last fifteen years — has been in charge of our enterprise's representation in those islands.

Mr. Socorro's visite while coinciding with the celebration of the 50th anniversary of his firm, took him to travel through the agricultural zones and also visited improvement departments, all of them belonging to Villa Clara, Sancti Spíritus and Vuelta Abajo areas where he made a selection of the tobacco to be sent to Canary islands manufacturing enterprises which —as is known— make use a percentage of our raw material in the manufacture of cigars and cigarettes.

From the friends socialist countries we welcomed the visit of a delegation from the Soviet enterprise **Raznoexport**, which came to close the purchase of blond tobacco that had previously been agreed upon in Moscow. On this occasion we welcomed in Cuba the technicians Volkov A. A. and Jorge Bakuchava.

It should be noted that the Soviet Union is the main importer of our cigarettes, which are highly appreciated by consumers in that sister country.

Likewise, other important delegations arrived in Cuba from socialist countries. Among these we can point out one headed by the General Manager of **Monimpex** enterprise, from the People's Republic of Hungary, Mr. T. Papper, who signed a contract for the purchase of leaf tobacco. Present were also the Commercial Adviser, Mr. T. Havasi, and Hungary's Commercial Attache, Mr. Ivan Sos.

The German Democratic Republic was represented by Messrs.: Karl-Heinz Friedrich and Werner Bush, officials from Genusmittel Import-Export enterprise which manufactures and distributes all the tobacco products within that socialist country.

On the other hand, **Agros** enterprise, from Poland, sent its representatives Teresa Majsterek and Wojciech Boguszewski, who signed an agreement for the purchase of leaf and manufactured tobacco. Similarly, in order to conclude an agreement, we welcomed the visit during a week of officials of **Kospel** enterprise, from the Socialist Republic of Czechoslovakia. Also visitors were of **Mercur** enterprise from the Socialist Republic of Rumania.

During 1978 **Cubatabaco** welcome also a visit from the Democratic and People's Republic of Argelia, in the person of the General Manager of "Societé Nationale du Tabac et des Allumettes", Mr. Mourad Merelcl, who was accompanied by the

In the offices of Cubatabaco, in the Havana city, was realized the signing of the contract for the sale of the Cuban tobacco leaf, between Mr. Heller Meerapfel —president of the Dutch firm carries his name— and Mr. Jesús Vázquez, Vicedirector of Cubatabaco. At the photography: Messrs. A. E. Abel, Vicepresident, and Richard Meerapfel of the Dutch firm. By the Cubatabaco Enterprise, Messrs.: Manuel Bolinaga, chief of the Leaf Tobacco Department; Iván Bouyón, chief of the Commercial Cigar Department and Orestes Rodríguez, salesman.

Purchase Department Manager, Mr. M. A. Bovakel. During their stay a contract was signed through which Argella bought different leaf tobacco qualities, in order to obtain the blends for cigars and cigarettes manufacturing.

Another outstanding visit welcomed to our country last year was the delegation which represented S.E.I.T.A. (Societé d'Exploitation Industrielle du Tabac et des Allumettes), the French tobacco monopoly.

Present during the signature of the corresponding contract with Cubatabaco were the Director of S.E.I.T.A., Mr. Jean Carriere, and the Cigarette Department Director, Mr. Jacques Dufour. The agreement contemplated the purchase of leaf and manufactured tobacco. During this firm-representatives' stay an exchange on different views was carried out, which resulted of great interest to both parties.

Also, from the French tobacco monopoly, Cuba welcomed Mr. Jean-Louis Gramond, Supply Manager of S.E.I.T.A.'s leaf tobacco department, who inspected and made a selection of the raw materials which he usually purchases for their cigar production blends.

In the course of his two visits to Cuba, the importer and industrialist Heller E. Meerapfel, president of the Dutch firm which carries his name, and the officials: A. E. Abels and R. Allen Meerapfel, made a selection of leaf tobacco according to the quality required by his clients, and also closed important deals with our enterprise.

Among the major Havana cigars brands which are exported from Cuba, there stand out: Montecristo, Partagás, Romeo y Julieta, H. Upmann, Davidoff, Quintero, Por Larrañaga, Hoyo de Monterrey, Punch, Bolivar, La Gloria Cubana, Rey del Mundo, Ramón Allones, Sancho Panza, Caney, Diplomático and Quai d'Orsay.

P10737

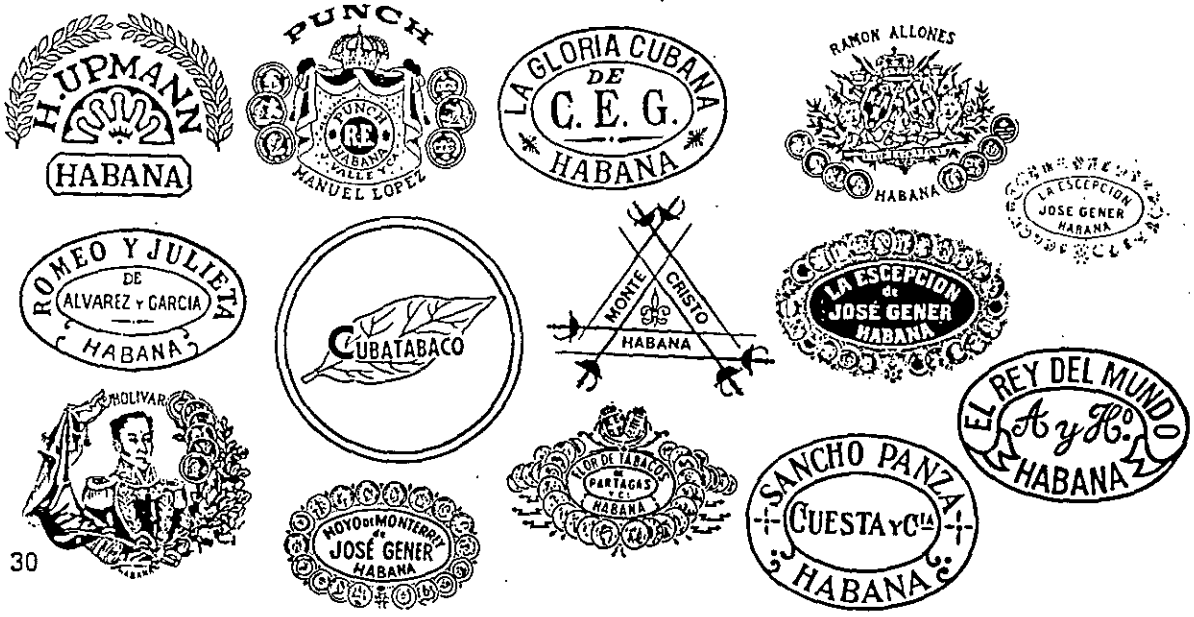
A numerous representation from Great Britain made a visit to Cuba. Mr. Walter A. H. Kahn, Managing Director of the **Joseph Samuel** firm stayed with us for nine days, to close a contract for the purchase of an important order of Cuban cigars. Likewise, from **Knight Brothers,** Mr. John Knight; from **Tabaco Torcido Traders,** Mr. Derek P. Harris, Managing Director.

Other visits to be pointed out are those from Messrs. Heinz Peter Schmidt and M. Sonderegger, Vice-Director and official, respectively, of the **Weitnauer Trading** firm, Switzerland. Similary, from this same country, we welcomed the delegation from the firm **Oettinger Imex/ Sauberli A. G.,** headed by its respective headed by its respective Director Dr. E. Schneider and Mr. W. Hafner, Director of the firm: Sauberli A. G. One more delegation to be mentioned was that from **Cogecot S. A.** headed by its President, Mr. Ralph Levy, in which participated also its Director, Mr. Emil Christodulidi. Also from Switzerland we welcomed the **A. Durr** firm headed by its Director, Mr. R. B. Wey.

From the **Imperial Tobacco Ltd.,** Canada, a delegation visited Cuba last year, as is customary annually by this firm. On that occasion we welcomed here Messrs. Howard Goode and A. Yeres, who came to purchase the necessary leaf tobacco to be used in the manufacture of tobacco products in their factory. Mr. Goode used to visit us accompanied by Mr. G. W. R. Goring, Vice-President of **Imperial,** who retired in 1978, for which reason Mr. Goode is occupying his post currently. Also from Canada, but on the cigar-line of business, **Cubatabaco** welcomed the representatives of **Dunhill/Clarendon,** Mr. Robert I. P. Cameron, President of Clarendon; Walter Harris Jr, President and from the firm Alfred Dunhill from New York and Anthony Greener, Managing Director of the firm Alfred Dunhill from London.

As usual every year we were visited by Messrs. L. Cloetens and J. Strobants, officials of **N. V. Van Der Elst** firm, from Belgium; Mr. Frank Lane, of **MacDonald Tobacco,** from Canada; Mr. Jurgen Zschintzsch, of **Heineman,** from the German Federal Republic; Mr. H. Newohner-John, of **Villiger Söhne G. M. B. H.,** from Switzerland and the German Federal Republic; Messrs. T. Jensen and John Ryberg, of **Scandinavish Tobacco,** from Denmark; Messrs. F. Dahlgreen and C. Olsson, of **Swedish Tobacco, Co,** from Sweden. Likewise, the firm **K. Leoni,** from Holland, was represented by Messrs. L. Arkawer and A. J. Shoemaker; and also from that country we welcomed in Cuba Mr. H. J. Kelner, of **Tabacos Occidentales.**

On making this review about the above visits, which serve as a demonstration of the international importance held by Cuban tobacco in the world market, where it is indisputably considered as the best in the world, **Cubatabaco Enterprise** wishes to express here its satisfaction for the most cordial relations that prevail between the entreprise and its clients, which are increasingly closer each passing day on the basis of the quality of our tobacco products. And Havana cigars' prestige keeps on rising because its sale and distribution are in the hands of the most competent and experienced outlets throughout the international scope.



P10738

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 07

PX218

General Cigar & Tobacco Co. Culbro Corporation (Culbro)

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

120 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
04/05/78	1-G-145479	1 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTOR	SHIP	AMOUNT
13	6135	40

General Cigar & Tobacco Co. a division of Culbro Corporation (Culbro)

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

126 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
04/05/78	1-G-145480	1 OF 2

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTOR	SHIP	AMOUNT
13	6136	40

CUST. REF. NO. 000000 — SHIPPED VIA — SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
BLK	50	6652	100	EA	34.50	M	3.45
BLK	50	6653	100	EA	34.50	M	3.45
BLK	50	6654	100	EA	34.50	M	3.45
BLK	50	6655	100	EA	34.50	M	3.45
BLK	50	6656	100	EA	34.50	M	3.45
BLK	50	6657	100	EA	34.50	M	3.45
BLK	50	6658	100	EA	34.50	M	3.45
BLK	50	6659	100	EA	34.50	M	3.45
BLK	50	6660	100	EA	34.50	M	3.45
BLK	50	6661	100	EA	34.50	M	3.45
BLK	50	6662	100	EA	34.50	M	3.45
BLK	50	6663	100	EA	34.50	M	3.45
BLK	50	6664	100	EA	34.50	M	3.45
BLK	50	6665	100	EA	34.50	M	3.45
BLK	50	6666	100	EA	34.50	M	3.45
BLK	50	6667	100	EA	34.50	M	3.45
BLK	50	6668	100	EA	34.50	M	3.45
BLK	50	6669	100	EA	34.50	M	3.45
BLK	50	6670	100	EA	34.50	M	3.45

CONTINUED

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
BLK	50	6671	100	EA	34.50	M	3.45
BLK	50	6672	100	EA	34.50	M	3.45
BLK	50	6673	100	EA	34.50	M	3.45
COHIBA	50	6676	100	EA	34.50	M	3.45
CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
VINALES	50	6678	100	EA	34.50	M	3.45

86.25

[redacted]. O. BOX 4301

GC 000024A

CONFIDENTIAL

P 0024

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 08

PX143

General Cigar & Tobacco Co.

Culbro a division of Culbro Corporation

MEMORANDUM

DATE 2-15-78

TO— Charles Sparkes - N.Y.

FROM— R.K. Endholz - S.B.

SUBJECT— Trade Mark Invoices.

Attached per your Request.

BB!

CONFIDENTIAL

GC 000018

CONFIDENTIAL

P 0018

G(ral Cigar & Tobacco Co. a division of Culbro Corporation (bro

126

ACCOUNTING/ORDER

INQUIRIES TO → U. S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
02/13/78	1-G-140157	1 OF 1

SOLD TO

RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO

RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS. NET 30

FACTORY	DIST.	ACTIVITY
13	7694	45

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000131		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	CONFIRMATION							
	COHIBA	50	6676	100	EA	34.50	M	3.45
		50		100	EA	34.50	M	3.45

REDACTED

6.90

[redacted] P. O. BOX 4301
[redacted] CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

CONFIDENTIAL

CONFIDENTIAL

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

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Date registered: June 6, 1995

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 09

PLAINTIFF'S DEPOSITION EXHIBIT 352 3/13/01 AA

PLAINTIFF'S DEPOSITION EXHIBIT Rothman-1 2/14/01 AA

General Cigar & Tobacco

INQUIRIES TO → U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/13/79	1-G-198063	2 OF 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES	
O.E.	A/R
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACILITY	DIV. #	REFERENCE
13	0967	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 ORIGINAL INV

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	
03/13/79	1-G-198063	1

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES	
O.E.	A/R
204851	411

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NE

FACILITY	DIV. #	REFERENCE
13	0967	

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSB

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → U.S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/13/79	1-G-198064	2 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

CUSTOMER CODES	
O.E.	A/R
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACILITY	DIV. #	REFERENCE
13	0968	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45
STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWN&DESIGN	BLK	50	6673	100	EA	34.50	M	3.45
COHIBA		50	6676	100	EA	34.50	M	3.45
CIENFUEGOS		50	6677	100	EA	34.50	M	3.45
VINALES		50	6678	100	EA	34.50	M	3.45
DARK N RICH		50	6679	100	EA	34.50	M	3.45
RICH N MELLOW		50	6680	100	EA	34.50	M	3.45
SLIM N MELLOW		50	6681	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45
CANARIA D'ORO		50BLK	6684	100	EA	34.50	M	3.45
JOYA DE PALMAS		50BLK	6685	100	EA	34.50	M	3.45
SIERRA MADRE		50BLK	6686	100	EA	34.50	M	3.45

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/13/79	1-G-198064	1 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

CUSTOMER CODES	
O.E.	A/R
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACILITY	DIV. #	REFERENCE
13	0968	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
OWLET	BLK	50	6655	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
IOTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
AURELIA	BLK	50	6670	100	EA	34.50	M	3.45

Confidential:
Under Protective Order

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U.S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 ORIGINAL INVOICE

DATE MO. DAY. YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
06/18/79	1-G-213894	1 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	8476	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

C I N V

*	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA	BLK	50	6652	100	EA	34.50	M	3.45
	RILLO	BLK	50	6653	100	EA	34.50	M	3.45
	LA FEKME	BLK	50	6654	100	EA	34.50	M	3.45
	CWLET	BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
	ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
	TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
	IGTA	BLK	50	6663	100	EA	34.50	M	3.45
	DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
	SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
	FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
	VIVA	BLK	50	6668	100	EA	34.50	M	3.45
	CLE	BLK	50	6669	100	EA	34.50	M	3.45
	AUREL IA	BLK	50	6670	100	EA	34.50	M	3.45

CONTINUED

REMIT TO: P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Orde

GC 012469

General Cigar & Tobacco Co. a division of Culbro Corporation

1202

ORIGINAL INVOICE

INQUIRIES TO → U. S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
06/18/79	1-G-213894	2 OF 2

CUSTOMER CODES O.E.	A/R
452002	2472

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

SHIP TO
CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	SOL. #	ACTIVITY
13	8476	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

C I N V

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	WINDMILL BLK	50	6671	100	EA	34.50	M	3.45
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	DARK N RICH	50	6679	100	EA	34.50	M	3.45
	RICH N MELLOW	50	6680	100	EA	34.50	M	3.45
	SLIM N MELLOW	50	6681	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
	CANARIA D'ORO	50BLK	6684	100	EA	34.50	M	3.45
	JOYA DE PALMAS	50BLK	6685	100	EA	34.50	M	3.45
	SIERRA MADRE	50BLK	6686	100	EA	34.50	M	3.45

113.85

REMIT TO: P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012470

General Cigar & Tobacco Co. a division of Culbro Corporation

3266 ACCOUNTING/ORDER

INQUIRIES TO — U.S. Route 130 at Georgen Road, P.O. Box 2000, Clayton, N.J. 08810

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
09/21/79	1-G-225168	2 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES G.L.	A/R
204851	4139

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

13 1163 40

CUST. REF. NO. 000000 — SHIPPED VIA — SHIPPED FROM PHILIPSBURG

General Cigar & Tobacco Co. a division of Culbro Corporation

1202 ACCOUNTING/ORDER

INQUIRIES TO — U.S. Route 130 at Georgen Road, P.O. Box 2000, Clayton, N.J. 08810

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO	PAGE
09/21/79	1-G-225167	1 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES G.L.	A/R
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
105 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

13 1162 40

CUST. REF. NO. 000000 — SHIPPED VIA — SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA BLK	50	6652	100	EA	34.50	M	3.4
FILLO BLK	50	6653	100	EA	34.50	M	3.4
LA FEMME BLK	50	6654	100	EA	34.50	M	3.4
OWLET BLK	50	6655	100	EA	34.50	M	3.4
ESCAPADE BLK	50	6656	100	EA	34.50	M	3.4
TEE JAYS BLK	50	6657	100	EA	34.50	M	3.4
LARAMIE BLK	50	6658	100	EA	34.50	M	3.4
NEW BREED BLK	50	6659	100	EA	34.50	M	3.4
TALISMAN BLK	50	6660	100	EA	34.50	M	3.4
ESCORT BLK	50	6661	100	EA	34.50	M	3.4
TRANQUILLO BLK	50	6662	100	EA	34.50	M	3.4
ILOTA BLK	50	6663	100	EA	34.50	M	3.4
DON DOMINGO BLK	50	6664	100	EA	34.50	M	3.4
SPARTACUS BLK	50	6665	100	EA	34.50	M	3.4
FINESSE BLK	50	6666	100	EA	34.50	M	3.4
BIG SKY BLK	50	6667	100	EA	34.50	M	3.4
VIVA BLK	50	6668	100	EA	34.50	M	3.4
OLE BLK	50	6669	100	EA	34.50	M	3.4
WINDMILL BLK	50	6671	100	EA	34.50	M	3.4

CONTINUED

P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON DATE OF SHIPMENT — ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEE'S RISK FREIGHT ALLOWED — NO ORDERS WILL BE ACCEPTED FOR REPLACEMENT OF CLAIM PRICE APPROVAL

DENOTES PART OF SHIPMENT

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
STILETTO BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWNDESIGN BLK	50	6673	100	EA	34.50	M	3.45
COHIBA	50	6676	100	EA	34.50	M	3.45
CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
VINALES	50	6678	100	EA	34.50	M	3.45
DARK N RICH	50	6679	100	EA	34.50	M	3.45
RICH N MELLOW	50	6680	100	EA	34.50	M	3.45
SLIM N MELLOW	50	6681	100	EA	34.50	M	3.45
VALUE LINE	50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
CANARIA D'ORO	50BLK	6684	100	EA	34.50	M	3.45
JOYA DE PALMAS	50BLK	6685	100	EA	34.50	M	3.45
SIERRA MADRE	50BLK	6686	100	EA	34.50	M	3.45

110.40

P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON DATE OF SHIPMENT — ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEE'S RISK FREIGHT ALLOWED — NO ORDERS WILL BE ACCEPTED FOR REPLACEMENT OR CLAIM PRICE APPROVAL

DENOTES PART OF SHIPMENT

Confidential:
Under Protective Order

GC 012471

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 — ACCOUNTING/ORDER

DATE (MO. DAY YR)	ALWAYS REFER TO: INVOICE NO.	PAGE
01/07/80	1-G-242119	1 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES	
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

13	4534	40

CUST. REF. NO. | SHIPPED VIA

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 — ACCOUNTING/ORDER

DATE (MO. DAY YR)	ALWAYS REFER TO: INVOICE NO	PAGE
01/07/80	1-G-242118	1 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES	
52002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

13	4533	40

CUST. REF. NO. 122179 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
OWLET	BLK	50	6655	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LAPANIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
IOTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO: P. O. BOX 4301, CHURCH STREET STATION, NEW YORK, N Y 10007

TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT. | ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK FREIGHT ALLOWED | NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

NEW YORK CITY NY 10036

13	4533	40

CUST. REF. NO. 122179 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWNEDESIGN	BLK	50	6673	100	EA	34.50	M	3.45
COHIBA		50	6676	100	EA	34.50	M	3.45
VINALES		50	6678	* 100	EA	34.50	M	3.45
DARK N RICH		50	6679	100	EA	34.50	M	3.45
RICH N MELLOW		50	6680	100	EA	34.50	M	3.45
SLIM N MELLOW		50	6681	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45

96.60

REMIT TO: P. O. BOX 4301, CHURCH STREET STATION, NEW YORK, N Y 10007

TOTAL DUE PAY THIS AMOUNT

Confidential:
Under Protective Order

GC 012472

G[illegible]ral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Power 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 — ACCOUNTING/ORDER

ALWAYS REFER TO: INVOICE NO. — PAGE

04/02/80 1-G-251522 — 1 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

204851 | 4119

SHIP TO
RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

13 9987 40

CUST. REF. NO. 000000 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

G[illegible]ral Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Power 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 — ACCOUNTING/ORDER

ALWAYS REFER TO: INVOICE NO. — PAGE

04/02/80 1-G-251523 — 1 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

452002 | 2472

SHIP TO
CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

13 9988 40

CUST. REF. NO. 000000 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
OWLET	BLK	50	6655	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
FEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
IOTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO: P. O. BOX 4301, HURCH STREET STATION, EW YORK, N Y 10007

TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT | ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEE'S RISK, FREIGHT ALLOWED | NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
COHIBA	50		6676	100	EA	34.50	M	3.45
CIENFUEGOS	50		6677	100	EA	34.50	M	3.45
VINALES	50		6678	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45

[illegible].25

REMIT TO: P. O. BOX 4301, HURCH STREET STATION, EW YORK, N Y 10007

TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT | ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEE'S RISK, FREIGHT ALLOWED | NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012473

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
08/13/80	1-G-269430	2 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	SOC #	SALESMAN
13	7155	40

CUST. REF. NO. | SHIPPED VIA | SHIPPED FROM

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
08/13/80	1-G-269430	1 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
RUBOVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	SOC #	SALESMAN
13	7155	40

CUST. REF. NO. | SHIPPED VIA | SHIPPED FROM

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
08/13/80	1-G-269431	1 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	SOC #	SALESMAN
13	7156	40

CUST. REF. NO. 071080 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

#	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA BLK	50	6652	100	EA	34.50	M	3.45
	RILLO BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME BLK	50	6654	100	EA	34.50	M	3.45
	ESCAPADE BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS BLK	50	6657	100	EA	34.50	M	3.45
	LARANIE BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN BLK	50	6660	100	EA	34.50	M	3.45
	ESCORT BLK	50	6661	100	EA	34.50	M	3.45
	TRANQUILLO BLK	50	6662	100	EA	34.50	M	3.45
	IOTA BLK	50	6663	100	EA	34.50	M	3.45
	SPARTACUS BLK	50	6665	100	EA	34.50	M	3.45
	SPARTACUS BLK	50	6665	100	EA	34.50	M	3.45
	FINESSE BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY BLK	50	6667	100	EA	34.50	M	3.45
	VIVA BLK	50	6668	100	EA	34.50	M	3.45
	OLE BLK	50	6669	100	EA	34.50	M	3.45
	WINDMILL BLK	50	6671	100	EA	34.50	M	3.45
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 — ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
08/13/80	1-G-269431	2 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	SOC #	SALESMAN
13	7156	40

CUST. REF. NO. 071080 | SHIPPED VIA | SHIPPED FROM PHILIPSBURG

#	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	GOLD CROWNDESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45

Confidential: Under Protective Order

204851 1-G-296316 B 2

General Cigar & Tobacco Co. a division of Culbro Corporation

3263 ORIGINAL INVOICE

INQUIRIES TO

DATE	ALWAYS REFER TO INVOICE NO	PAGE
12/12/80	1-6-296316	1 of 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER ORDER	
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS: NET 30

13	4315	40

121180 PHILIPSBURG

452002 1-G-296315 G 11

General Cigar & Tobacco Co. a division of Culbro Corporation

1202 ORIGINAL INVOICE

INQUIRIES TO

DATE	ALWAYS REFER TO INVOICE NO	PAGE
12/12/80	1-6-296315	1 of 2

SOLD TO
CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER ORDER	
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS: NET 30

13	4314	40

121180 PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	UNIT	PRICE	PER	AMOUNT
VISTA	BLE	50	6652	100	EA	34.50	M	3.45
RILLO	BLE	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLE	50	6654	100	EA	34.50	M	3.45
OWLET	BLE	50	6655	100	EA	34.50	M	3.45
ESCAPADE	BLE	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLE	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLE	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLE	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLE	50	6660	100	EA	34.50	M	3.45
ESCORT	BLE	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLE	50	6662	100	EA	34.50	M	3.45
IOTA	BLE	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLE	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLE	50	6665	100	EA	34.50	M	3.45
FINESSE	BLE	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLE	50	6667	100	EA	34.50	M	3.45
VIVA	BLE	50	6668	100	EA	34.50	M	3.45
OLE	BLE	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLE	50	6671	100	EA	34.50	M	3.45

CONTINUED

[redacted] . O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

STILETTO	BLE	50	6672	100	EA	34.50	M	3.45
GOLD CROWNSDESIGN	BLE	50	6673	100	EA	34.50	M	3.45
CONIBA	50		6676	100	EA	34.50	M	3.45
CIENFUEGOS	50		6677	100	EA	34.50	M	3.45
VINALES	50		6678	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLE		50	6683	100	EA	34.50	M	3.45
CIGARINE	000050		6687	100	EA	34.50	M	3.45

93.15

[redacted] . O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

Confidential:
Under Protective Order

GC 012476

G eral Cigar & Tobacco Co. A division of Culbro Corporation

INQUIRIES TO 605 THIRD AVENUE NEW YORK, N Y 10158

107F ACCOUNTING ORDER

DATE 06/25/81 1-G-122547

SOLD TO
RUBCVITS CIGARS INC
320 SO LASALLE STREET
CHICAGC IL 60604

CUSTOMER CODES 204881 4119

SHIP TO
RUBCVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGC IL 60604

TERMS NET 30

13 4768 40

G eral Cigar & Tobacco Co. A division of Culbro Corporation

INQUIRIES TO 605 THIRD AVENUE NEW YORK, N Y 10158

103A ACCOUNTING ORDER

DATE 06/25/81 1-G-122548

SOLD TO
CIGARS SANTA CLARA LTD
PC BCX 755
TUXEDO NY 10567

CUSTOMER CODES 452002 2472

SHIP TO
CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

13 4769 40

CUST REF NO 000000 SHIPPED VIA SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION		PRICE NO.	CODE	QUANTITY	UNIT	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BALED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCCHT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLC	BLK	50	6662	100	EA	34.50	M	3.45
ICTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO GENERAL CIGAR & TOB. CO. P. O. BOX 8500, S-3470 PHILADELPHIA, PA 19178

TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT

ALL SHIPMENTS F.O.B. FACTORY AT CONSIGNEE'S EXPENSE UNLESS OTHERWISE ALLOWED

* DENOTES PARTIAL SHIPMENT

CUST REF NO 000000 SHIPPED VIA SHIPPED FROM PHILIPSBURG

ITEM DESCRIPTION		PRICE NO.	CODE	QUANTITY	UNIT	PRICE	PER	AMOUNT
STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWNDESIGN	BLK	50	6673	100	EA	34.50	M	3.45
CCHIBA		50	6676	100	EA	34.50	M	3.45
CIENFUEGOS		50	6677	100	EA	34.50	M	3.45
VINALES		50	6678	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL	BLK	50	6683	100	EA	34.50	M	3.45
CIGARINE		000050	6687	100	EA	34.50	M	3.45

93.15

REMIT TO GENERAL CIGAR & TOB. CO. P. O. BOX 8500, S-3470

TOTAL DUE

Confidential:
Under Protective Order

GC 012478

DATE	INVOICE NO.	PAGE
6/21/[illegible]	16-082281	1 OF [illegible]

SOLD TO RUBOVITS CIGARS, INC.
32[illegible] SO LASALLE STREET
CHICAGO, ILL 6[illegible]

CUSTOMER CODES	
O.E.	A/R
2[illegible]	411[illegible]

SHIP TO RUBOVITS CIGARS, INC.
32[illegible] SO LASALLE STREET
CHICAGO, ILL. 6[illegible]

TERMS [illegible] 30

13	A1[illegible]	[illegible]

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
[illegible]	U.P.S.	[illegible]

General Cigar & Tobacco Co. a division of Culbro Corporation

Culbro

INQUIRIES TO → 605 THIRD AVENUE
NEW YORK, N.Y.
10016

TRIPLICATE INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO INVOICE NO.	PAGE
8/[illegible]	16-[illegible]	1 OF [illegible]

SOLD TO CIGARS ST. CLARA LTD
P.O. BOX 755
TUXEDO, N.Y. 10[illegible]

CUSTOMER CODES	
O.E.	A/R
4[illegible]	247[illegible]

SHIP TO CIGARS SANTA CLARA LTD
11 EAST - 4[illegible] STREET
NEW YORK, N.Y. 1001[illegible]

TERMS [illegible]

13	/1 2	4

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
[illegible]	U.P.S.	[illegible]

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
BIG SKY	50	6667	100	EA	34.50	M	3.45
CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
COHIBA	50	6676	100	EA	34.50	M	3.45
CURTAIN CALL	50	6683	100	EA	34.50	M	3.45
ESCAPADE	50	6656	100	EA	34.50	M	3.45
ESCORT	50	6661	100	EA	34.50	M	3.45
FINESSE	50	6666	100	EA	34.50	M	3.45
IOTA	50	6663	100	EA	34.50	M	3.45
LA FEMME	50	6654	100	EA	34.50	M	3.45
LAMANTO	50	665[illegible]	100	EA	34.50	M	3.45
[illegible] BREED	50	665[illegible]	100	EA	34.50	M	3.45
OLD	50	666[illegible]	100	EA	34.50	M	3.45
OWLET	50	665[illegible]	100	EA	34.50	M	3.45
[illegible]	50	665[illegible]	100	EA	34.50	M	3.45
SPARTACUS	50	6655	100	EA	34.50	M	3.45
STILLETTO	50	667[illegible]	100	EA	34.50	M	3.45
TER-JAYS	50	665[illegible]	100	EA	34.50	M	3.45

REMITTANCE COPY

CONTINUED

REMIT TO → GENERAL CIGAR & TOB. CO
P.O. BOX 8500 S-347[illegible]
PHILADELPHIA, PA 19178

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL.

* DENOTES PARTIAL SHIPMENT

TALISMAN	50	6660	100	EA	34.50	M	[illegible]
TRANSQUILLO	50	6662	100	EA	34.50	M	[illegible]
VALVE LINE	50	6682	100	EA	34.50	M	[illegible]
VINALES	50	6673	100	EA	34.50	M	[illegible]
VISTA	50	6652	100	EA	34.50	M	[illegible]
VIVA	50	6668	100	EA	34.50	M	[illegible]
WINDMILL	50	6671	100	EA	34.50	M	[illegible]
GOLDEN CROWN	50	66[illegible]	100	EA	34.50	M	[illegible]
CIGARINE	50	66[illegible]	100	EA	34.50	M	[illegible]
DON DOMINGO	50	66[illegible]	100	EA	34.50	M	[illegible]
NIGHT OWL	50	14[illegible]	100	EA	34.50	M	[illegible]

REMITTANCE COPY

Confidential:
Under Protective Order

GC 012479

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → 605 THIRD AVENUE
NEW YORK, N.Y. 10158

1038

ACCOUNTING ORDER

DATE MO. DAY YR.	ALWAYS REFER TO INVOICE NO.	PAGE
12/04/81	1-G-145272	2 of 2

SOLD TO

CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES	
452002	2472

SHIP TO

TERMS NET 30

CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

FACTORY	DUE	ACTIVITY
13	8306	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
	CIGARINE	000050	6687	100	EA	34.50	M	3.45

93.15

REMIT TO ▶ ENERAL CIGAR & TOB. CO.
. O. BOX 8500, S-3470
HILADELPHIA, PA 19178

▲ TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012481

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10158

1038 ACCOUNTING/ORDER

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
12/04/81	1-G-145272	1 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODE	
452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	8306	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA	BLK	50	6652	100	EA	34.50	M	3.45
	RILLO	BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
	OWLET	BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
	ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
	TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
	IOTA	BLK	50	6663	100	EA	34.50	M	3.45
	DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
	SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
	FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
	VIVA	BLK	50	6668	100	EA	34.50	M	3.45
	OLE	BLK	50	6669	100	EA	34.50	M	3.45
	WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

▲ TOTAL DUE PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK. FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

GC 012482

General Cigar & Tobacco Co. a division of Culbro Corporation

DUPLICATE INVOICE

INQUIRIES TO — 605 THIRD AVENUE, NEW YORK, N.Y. 10158

103A

INVOICE DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
04/15/82	1-G-162325	1 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
100 STERLING MINE ROAD
SLOATSBURG N Y 10974

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO

TERMS NET 30

CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

FACTORY	DOC #	ACTIVITY
13	0876	2

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSB

*	ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	VISTA	BLK	50	6652	100	EA	34.50	M	3.45
	MILLO	BLK	50	6653	100	EA	34.50	M	3.45
	LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
	OWLET	BLK	50	6655	100	EA	34.50	M	3.45
	ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
	TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
	LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
	NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
	TALISMAN	BLK	50	6660	100	EA	34.50	M	3.4[redacted]
	ESCORT	BLK	50	6661	100	EA	34.50	M	3.4[redacted]
	TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.4[redacted]
	IOTA	BLK	50	6663	100	EA	34.50	M	3.4[redacted]
	DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.4[redacted]
	SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.4[redacted]
	FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
	BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
	VIVA	BLK	50	6668	100	EA	34.50	M	3.45
	OLE	BLK	50	6669	100	EA	34.50	M	3.45
	WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45

CONTINUED

REMIT TO ▶ ENERAL CIGAR & TOB. CO.
. O. BOX 8500, S-3470
HILADELPHIA, PA 19178

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK, FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

General Cigar & Tobacco Co. a division of Culbro Corporation

Culbro

DUPLICATE INVOICE

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10158

1034

DATE MO DAY YRS	ALWAYS REFER TO: INVOICE NO.	PAGE OF
04/15/82	1-G-162325	2 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
100 STERLING MINE ROAD
SLOATSBURG N Y 10974

CUSTOMER CODES	
S.O.E.	A/R
452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 11 EAST 45TH ST
NEW YORK CITY NY 10017

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	0878	10

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	STILETTO BLK	50	6672	100	EA	34.50	M	3.45
	GOLD CROWN&DESIGN BLK	50	6673	100	EA	34.50	M	3.45
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45
	VINALES	50	6678	100	EA	34.50	M	3.45
	VALUE LINE	50	6682	100	EA	34.50	M	3.45
	CURTAIN CALL BLK	50	6683	100	EA	34.50	M	3.45
	CIGARINE --	000050	6687	100	EA	34.50	M	3.45

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P. O. BOX 8500, S-3470
PHILADELPHIA, PA 19178

TOTAL TO PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR FACTORIES AT CONSIGNEES RISK. FREIGHT ALLOWED

NO GOODS WITHOUT RETURN WITHOUT

* DENOTES PARTIAL SHIPMENT

Confidential: Under Protective Order

GC 012488

General Cigar & Tobacco Co. a division of Culbro Corporation

Culbro

INQUIRIES TO → 605 THIRD AVENUE NEW YORK, N.Y. 10016

DUPLICATE INVOICE

	ALWAYS REFER TO: INVOICE NO.	PAGE
04/15/82	1-G-162330	1 OF 1

SOLD TO
CIGARS SANTA CLARA LTD
100 STERLING MINE ROAD
SLOATSBURG NY 10974

CUSTOMER CODE	
452002	2472

SHIP TO
CIGARS SANT[illegible] LTD
11 EAST 45T[illegible]
NEW YORK NY [illegible]

FACTORY		ACTIVITY
13	0911	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
[illegible]		PHILLIPSBURG

ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
NIGHT OWL	[illegible]	1492	100	EA	34.50	M	[illegible]
WHITE OWL BRAND		1496	100	EA	34.50	M	[illegible]

REMIT TO ▶ GENERAL CIGAR & TOB. CO.
P.O. BOX 8500, S-3470
PHILADELPHIA PA 19178

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT.

ALL SHIPMENTS F.O.B. OUR PLANT AT CONSIGNEES RISK

* DENOTES PARTIAL SHIPMENT

Confidential: Under Protective Order

GC 012489

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/13/79	1-G-198063	2 OF 2

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	SHIP #	ACTIVITY
13	0967	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

C

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

3266 ORIGINAL INV

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	
03/13/79	1-G-198063	1

SOLD TO
RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	411

SHIP TO
20 RUBOVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NE

FACTORY	SHIP #
13	0967

CUST. REF. NO.	SHIPPED VIA	SHIPPED F
000000		PHILIPSB

C

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/13/79	1-G-198064	2 OF 2

SOLD TO
CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO
45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	SHIP #	ACTIVITY
13	0968	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
WINDMILL	BLK	50	6671	100	EA	34.50	M	3.45
STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWNDESIGN	BLK	50	6673	100	EA	34.50	M	3.45
COHIBA		50	6676	100	EA	34.50	M	3.45
CIENFUEGOS		50	6677	100	EA	34.50	M	3.45
VINALES		50	6678	100	EA	34.50	M	3.45
DARK N RICH		50	6679	100	EA	34.50	M	3.45
RICH N MELLOW		50	6680	100	EA	34.50	M	3.45
SLIM N MELLOW		50	6681	100	EA	34.50	M	3.45
VALUE LINE		50	6682	100	EA	34.50	M	3.45
CURTAIN CALL BLK		50	6683	100	EA	34.50	M	3.45
CANARIA D'ORO		50BLK	6684	100	EA	34.50	M	3.45
JOYA DE PALMAS		50BLK	6685	100	EA	34.50	M	3.45
SIERRA MADRE		50BLK	6686	100	EA	34.50	M	3.45

General Cigar & Tobacco Co. a division of Culbro Corporation

INQUIRIES TO — U. S. Route 130 at Georges Road, P.O. Box 2000, Dayton, N.J. 08810

1202 ORIGINAL INVOICE

DATE MO. DAY YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
03/13/79	1-G-198064	1 OF 2

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CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

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452002	2472

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45 CIGARS SANTA CLARA LTD
108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	SHIP #	ACTIVITY
13	0968	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

C I N V

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA FEMME	BLK	50	6654	100	EA	34.50	M	3.45
OWLET	BLK	50	6655	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
LARAMIE	BLK	50	6658	100	EA	34.50	M	3.45
NEW BREED	BLK	50	6659	100	EA	34.50	M	3.45
TALISMAN	BLK	50	6660	100	EA	34.50	M	3.45
ESCORT	BLK	50	6661	100	EA	34.50	M	3.45
TRANQUILLO	BLK	50	6662	100	EA	34.50	M	3.45
IOTA	BLK	50	6663	100	EA	34.50	M	3.45
DON DOMINGO	BLK	50	6664	100	EA	34.50	M	3.45
SPARTACUS	BLK	50	6665	100	EA	34.50	M	3.45
FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
OLE	BLK	50	6669	100	EA	34.50	M	3.45
AURELIA	BLK	50	6670	100	EA	34.50	M	3.45

Confidential:
Under Protective Order

TO

U.S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

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DATE MO. DAY. YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
06/18/79	1-G-213895	2 OF 2

SOLD TO

RUBCVITS CIGARS INC
320 SO LASALLE STREET
CHICAGO IL 60604

CUSTOMER CODES O.E.	A/R
204851	4119

SHIP TO

RUBCVITS CIGARS INC
20 320 SO LASALLE STREET
CHICAGO IL 60604

TERMS NET 30

FACTORY	INV.	ACTIVITY
13	8477	40

General Cigar & Tobacco Co. a division of Culbro Corporation Culbro

INQUIRIES TO

U.S. Route 130 at Georges Road
P.O. Box 2000
Dayton, N.J. 08810

I202

ORIGINAL INVOICE

DATE MO. DAY. YR.	ALWAYS REFER TO: INVOICE NO.	PAGE
06/18/79	1-G-213894	1 OF 2

SOLD TO

CIGARS SANTA CLARA LTD
PO BOX 755
TUXEDO NY 10987

CUSTOMER CODES O.E.	A/R
452002	2472

SHIP TO

CIGARS SANTA CLARA LTD
45 108 W 45TH ST
NEW YORK CITY NY 10036

TERMS NET 30

FACTORY	INV.	ACTIVITY
13	8476	40

CUST. REF. NO.	SHIPPED VIA	SHIPPED FROM
000000		PHILIPSBURG

C I N V

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
VISTA	BLK	50	6652	100	EA	34.50	M	3.45
RILLO	BLK	50	6653	100	EA	34.50	M	3.45
LA. FEMME.	BLK	50	6654	100	EA	34.50	M	3.45
CWLET	BLK	50	6655	100	EA	34.50	M	3.45
ESCAPADE	BLK	50	6656	100	EA	34.50	M	3.45
TEE JAYS	BLK	50	6657	100	EA	34.50	M	3.45
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FINESSE	BLK	50	6666	100	EA	34.50	M	3.45
BIG SKY	BLK	50	6667	100	EA	34.50	M	3.45
VIVA	BLK	50	6668	100	EA	34.50	M	3.45
CLE	BLK	50	6669	100	EA	34.50	M	3.45
AURELIA	BLK	50	6670	100	EA	34.50	M	3.45

N V

ITEM DESCRIPTION		PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
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STILETTO	BLK	50	6672	100	EA	34.50	M	3.45
GOLD CROWNDESIGN	BLK	50	6673	100	EA	34.50	M	3.45
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VINALES		50	6678	100	EA	34.50	M	3.45
DARK N RICH		50	6679	100	EA	34.50	M	3.45
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CANARIA D'ORO		50BLK	6684	100	EA	34.50	M	3.45
JOYA DE PALMAS		50BLK	6685	100	EA	34.50	M	3.45
SIERRA MADRE		50BLK	6686	100	EA	34.50	M	3.45

113.85

TOTAL DUE
PAY THIS AMOUNT

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CHURCH STREET STATION
NEW YORK, N Y 10007

ALL ORDERS ACCEPTED SUBJECT TO PRICE | ALL SHIPMENTS F.O.B. OUR FACTORIES | NO GOODS WILL BE ACCEPTED FOR RE-

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GC 012491

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 10

Culbro Corporation

605 Third Avenue
New York, NY 10016
212 / 687-7575

Culbro

February 16, 1978

Harry C. Marcus, Esq.
Morgan, Finnegan, Pine, Foley & Lee
345 Park Avenue
New York, N. Y. 10022

Re: GC-TM- COHIBA
GC-TM- CIENFUEGOS
New Applications in the U.S.

Dear Harry:

Please prepare a trademark application for each of the above-identified trademarks for filing in the United States for cigars.

The date of first use in commerce and in interstate commerce for both of the marks is February 13, 1978.

Enclosed are sample labels showing the use of these trademarks as well as the box wrapping showing the product and number of cigars as well as the name of the manufacturer.

You should leave the name of the officer of Culbro Corporation blank until we know who will sign the applications.

Sincerely yours,

Charles H. Sparkes

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Under Protective Order

GEORGE B FINNEGAN, JR
ORANVILLE M PINE
JOHN D FOLEY
VERONE O LEE
THOMAS P DOWLING
WARREN H ROTERT
JOHN A DIAZ
JOHN C VASSIL
ALFRED P EWERT
DAVID H PFEFFER
HARRY C MARCUS
ROBERT E PAULSON
GEORGE P HOARE JR
THOMAS H GIBSON
EDWARD A MEDMAN
STEPHEN R SMITH
KURT E RICHTER
J ROBERT DAILEY

JAMES P WELCH
EUGENE HOROI
JAMES V COSTIGAN
ROCCO S BARRESE
ARNOLD I RADY
JOHN L WELCH
JOHN F SWEENEY
CHRISTOPHER J HUGHES
WILLIAM B FEILER
RICHARD E BENNETT
RICHARD J MAZZA
BARTHOLOMEW VERDIRAME
JANET DORE
WILLIAM H DIPPERT
VINCENT J VASTA JR
THOMAS H MAMMOND
RICHARD C ROBSON
ANTHONY AMARAL, JR

MAR 13 1978 TRADEMARK OFF

MORGAN, FINNEGAN, PINE, FOLEY & LEE
ATTORNEYS AT LAW
345 PARK AVENUE
NEW YORK, NEW YORK 10022

JOHN D. MORGAN
1889-1959
HOBART H. DURHAM
1890-1969

CABLE FINDURPINE NEW YORK
TEL (212) 758-4800
TELEX 421702

March 13, 1978

Hon. Commissioner of Patents
and Trademarks
Washington, D. C. 20231

Re: New Application of Trademark
COHIBA - Our Ref: Culbro-TM-3

Sir:

Enclosed please find application for registration of the trademark COHIBA in the name of Culbro Corporation, together with one (1) sheet of drawing, five (5) specimens, and our check in the amount of $35.00 in payment of the filing fee. Applied

It is requested that this application be given a serial number and filing date.

Respectfully submitted,

Harry C. Marcus

Harry C. Marcus

HCM:jim
Enclosures

145

GC 001887

GEORGE S. FINNEGAN, JR.
GRANVILLE M. PINE
JOHN D. FOLEY
JEROME D. LEE
THOMAS P. DOWLING
WARREN H. ROTERT
JOHN A. DIAZ
JOHN C. VASSIL
ALFRED P. EWERT
DAVID H. PFEFFER
HARRY C. MARCUS
ROBERT E. PAULSON
GEORGE P. HOARE, JR.
THOMAS M. GIBSON
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STEPHEN R. SMITH
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EUGENE MOROZ
JAMES V. COSTIGAN
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JANET DORE
WILLIAM H. DIPPERT
VINCENT J. VASTA, JR.
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RICHARD C. KOMSON
ANTHONY AMARAL, JR.

MORGAN, FINNEGAN, PINE, FOLEY & LEE
ATTORNEYS AT LAW
345 PARK AVENUE
NEW YORK, NEW YORK 10022

JOHN D. MORGAN
1893-1939
HOBART N. DURHAM
1930-1969

CABLE FINDURPINE NEW YOR
TEL. (212) 758-4800
TELEX: 421792

April 25, 1978

Dr. Charles H. Sparkes
Culbro Corporation
605 Third Avenue
New York, New York 10016

Re: U.S. Trademark Applications
for COHIBA and CIENFUEGOS
Our Refs: Culbro-TM-3 and 4

Dear Charlie:

We are pleased to advise that the captioned applications in Class 34 were filed in the Patent and Trademark Office on March 13, 1978. The COHIBA mark was given Serial No. 161,879, and the CIENFUEGOS mark Serial No. 161,881. Copies of the official Filing Receipts are enclosed.

Best regards,

Harry

Harry C. Marcus

HCM/jim
Enclosures (2)

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Under Protective Order

FORM PTO-36-1
(FORMERLY PTO-100)
REV. 3-77)
US DEPT OF
COMM-PAT &
TM OFFICE

FILING RECEIPT
FOR TRADEMARK
APPLICATIONS
(see reverse)

No correspondence on this application should be expected before approx. 4 months from filing.

CLASS	FILING DATE	SERIAL NO.
34	03/13/78	161879

APPLICANT

CULBRO CORPORATION

MARK

COHIBA

ADDRESS

MORGAN, FINNEGAN, PINE, FOLEY & LEE
345 PARK AVE.
NEW YORK, NEW YORK 10022

CASE Culbro-TM-3 ATTY HCM

CITATION OF PRIOR ART

FORE[illegible] June 13, 1978

CONVENTION DATE EXPIRES

41/70

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~~GCP 0011~~

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
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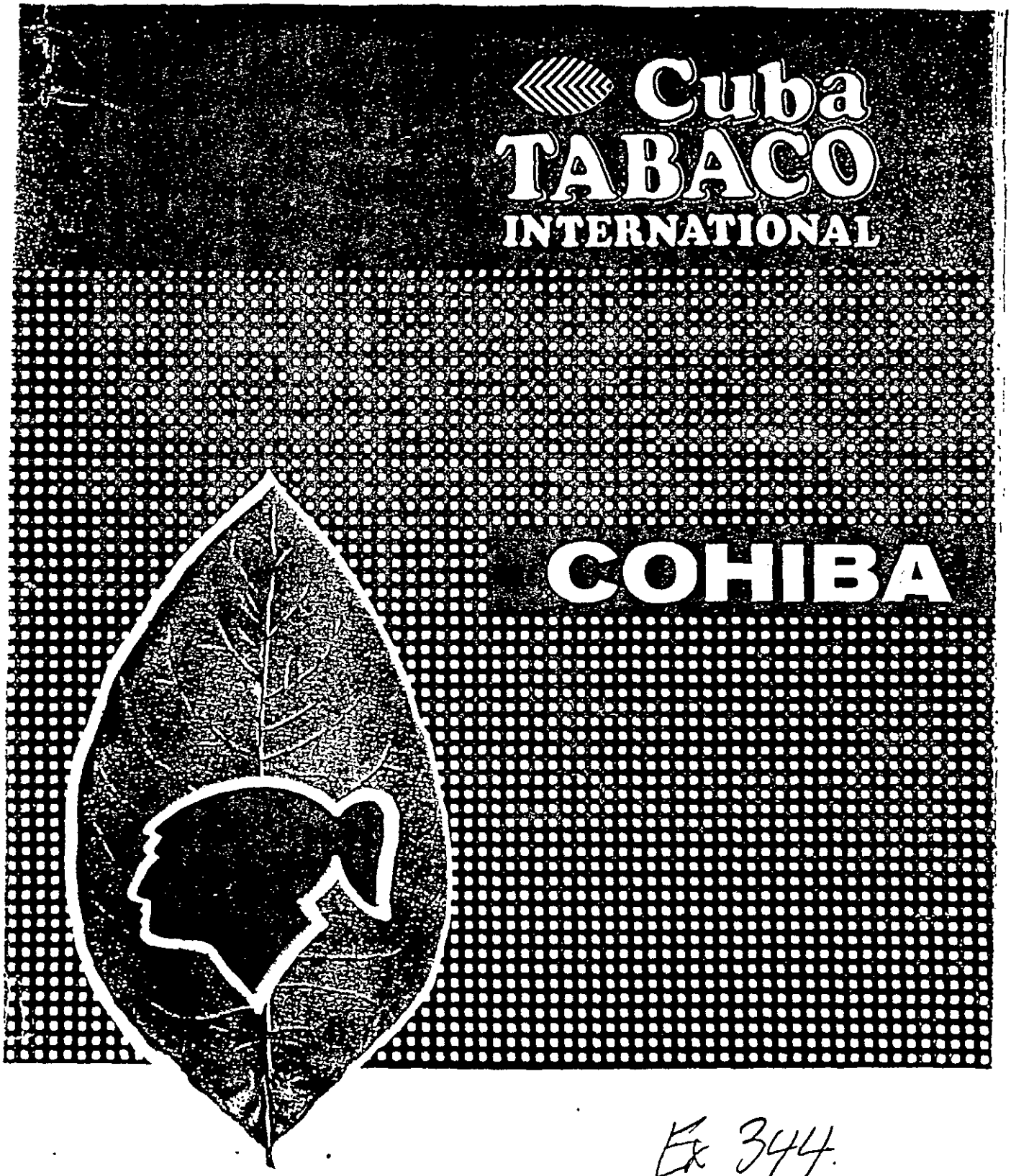
Date registered: June 6, 1995

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 11

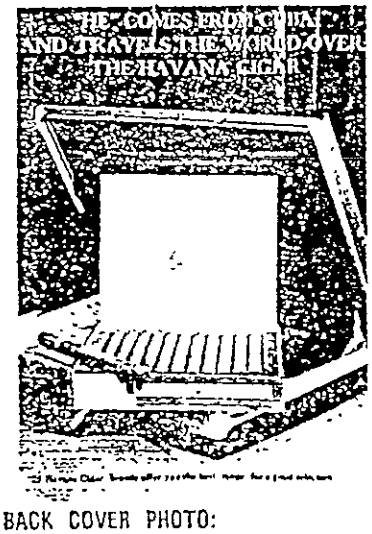


Ex 344

LEGITIMO TABACO IMPORTADO DE

LA HABANA, CUBA

COVER PHOTO: Design Edma Martínez



BACK COVER PHOTO:
Design Nelson García
Photo Pedro del Pino

Cuba TABACO INTERNATIONAL

Semiannual Review No. 2
July-December, 1981
"XXth Anniversary of the Victory at Playa Girón"

Published by the Design and Publicity Department of the Ministry of the Food Industry
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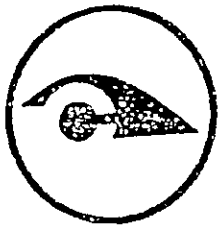
IN THIS ISSUE:

PAGE

Cohiba: tobacco's real name 4
Cohiba: the highest quality cigar 11
The Havana Cigar is always the center of atraction 13
The Havana Cigar at the present and the future... 15
The Havana Cigar is the ideal friend for those happy moments 17
Gold for the cuban products 24
Cohiba protocol room 28
International tobacco news 30
Havana Cigars in the world 31
From the 500 33
Good outlook for the present 36
What research is being done in tobacco 42
Meet the world of tobacco 53
Our crafts 63
Havana Cigar Humor 67
Summaries 68

The experts choice



COHIBA
the highest quality cigar

Text: Nicolás Pérez Photos: Pedro Perdomo

On October 22, the State Normalization Committee designated the three types of Cohiba cigars — Lanceros, Panetelas and Coronas Special — as belonging to the category of "superior quality" for a period of two years. After that time, the product will be reevaluated.

Cohiba thus becomes the first brand of Havana cigars to receive this high distinction awarded by a commission of specialists from the ministries of Foreign Trade, the Food Industry, Agriculture, Public Health, the Research Institute for the Food Industry, the State Normalization Committee, the National Institute of Metrological Research, the National Packaging and Bottling Commission and the Tobacco Workers Union.

According to the analyses undertaken by the commission, the three types of Cohiba cigars were far superior to similar cigars from other countries. They were also slightly superior to the other Cuban brands with great prestige the world over, and the Lanceros were found to have qualities similar to the David-off No. 1 and the Montecristo Special.

The specialists found Cohiba to be cigars of extraordinary quality, capable of satisfying the most demanding tastes.

They are made with the best leaves from the fine tobacco fields of Vueltabajo and Partido, and fermented according to the traditional method and with the great care characteristic of the Cuban tobacco industry. They are then manufactured in the El Laguito factory where the entire work force, as is true in the Cuban tobacco industry as a whole, is highly qualified to carry out this delicate and painstaking work.

According to a report presented to the commission by an expert tasting team, Cohiba has unequaled qualities of aroma, flavor and strength. The outer appearance of these cigars was also highly praised by the experts.

The mark of quality presented contains a stylized outline of the island of Cuba within a circle and represents the highest distinction authorized by the Republic of Cuba in this area.

The Cohiba cigars will be available on the international market as of 1982, although in small quantities. Until now they have only been used as gifts and sold in limited quantities in Havana's diplomatic stores and the Palace of Conventions.

Avelino Lara, director of the COHIBA enterprise, shows the commission around the factory.

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

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For the mark COHIBA
Date registered: February 17, 1981

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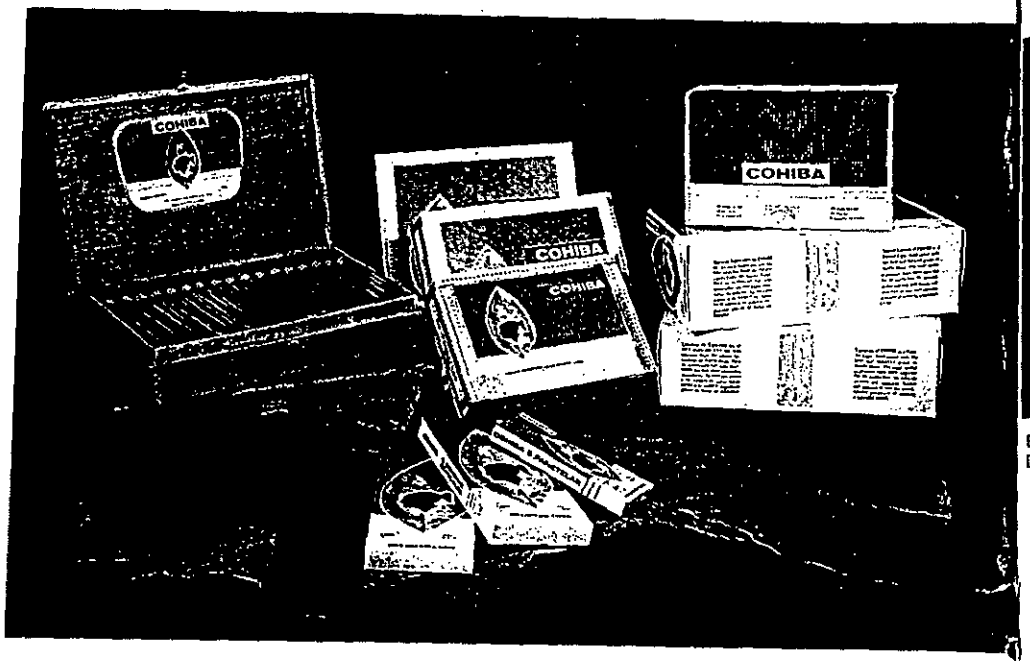
Norman Summary Judgment Ex. 12

COHIBA

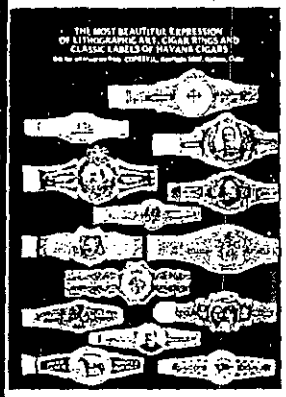
COHIBA: THE MOST DISTINGUISHED... even among the Havana Cigars



AFTER ANALYZING THEIR EXTRAORDINARY QUALITIES, THE REPUBLIC OF CUBA AWARDED THE THREE TYPES OF "COHIBA" WITH THE MARK OF "SUPERIOR QUALITY"

P10712

COVER PHOTO:
DESIGN CARLOS ESPINOSA



BACK COVER PHOTO:
DESIGN ROBERTO CARDONA

Cuba TABACO INTERNATIONAL

No. 11, 1984

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IN THIS ISSUE — PAGE

A JOB TO WIND NEW FRIENDS	4
THE CROP HAS BEEN VERY GOOD!	8
A FAMOUS TOBACCO GROWER IN SAN LUIS	10
FROM THE 500	16
"HAVANA CIGAR: A PRODUCT WITHOUT EQUAL IN THE WORLD"	19
AN UNSUSPECTED PALETTE OF CUBANISM AND COLOR	28
A PANORAMIC OF THE HAVANA CIGAR FOR THE SMOKERS IN SWITZERLAND	32
OUR CRAFTS	34
AN OUNCE OF PREVENTION	36
OUR CRAFTS	38
HAVANA'S PRADO PROMENADE	40
RECERTIFICATION OF "COHIBA" SUPERIOR QUALITY MARK PROPOSED	44
SHE PREFERRED PIPES	47
"CUBA IS THE CRADLE OF TOBACCO AND 'VITOLPHILIA'"	53
SUMMARIES	68

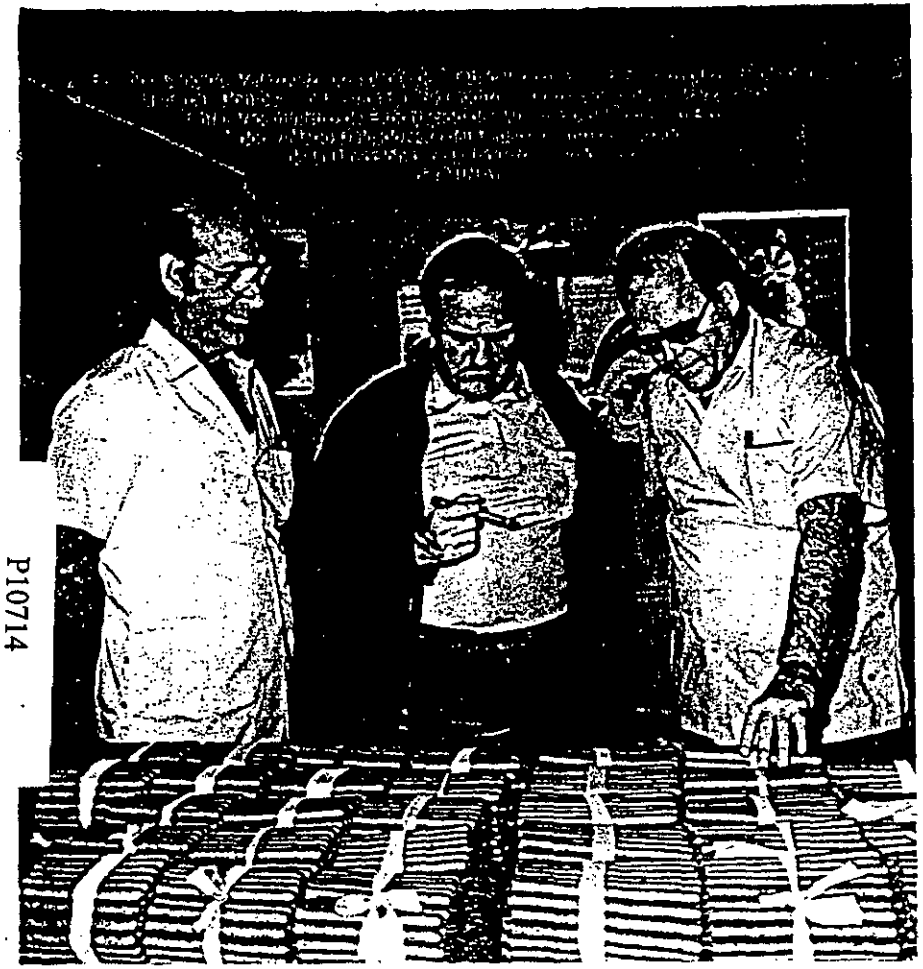
«EL HABANO: UN PRODUCTO INIGUALABLE EN EL MUNDO»

Texto: ADA ORAMAS
Fotos: FREDDY

—Señor Cándido Velázquez, presidente de "Tabacalera S.A."

El señor Francisco Toraño, jefe del Departamento de Acopio y Beneficio de la Dirección para la Industria Tabacalera del Ministerio de la Industria Alimenticia, explica el proceso de añejamiento del tabaco a los miembros de la delegación encabezada por el señor Cándido Velázquez.

P10713



Un hombre de sonrisa amplia, de carácter afable, de conversación muy grata y de palabra mesurada, que vive enamorado del tabaco. Así podemos definir, a grandes rasgos, al señor Cándido Velázquez, presidente de "Tabacalera S.A.", el mayor importador de puros Habanos en el mundo.

El señor Velázquez es muy aficionado a la historia y se sintió vivamente interesado por conocer La Habana Vieja, patrimonio de la humanidad.

Se sintió impresionado al conocer monumentos, palacios y callejas, manifestó que poseen un gran valor arquitectónico y añadió que se siente muy cerca de ellos pues es descendiente de cubanos, ya que su abuela nació en La Habana. Esta afición por la historia del presidente de "Tabacalera S.A." tiene profundas raíces, pues uno de sus ancestros por línea paterna fue el Adelantado Don Diego Velázquez, quien fundara las primeras villas de la época colonial en Cuba entre 1511 y 1515.

EN EL REINO DEL HABANO

En su visita a la empresa de tabaco torcido "El Laguito" estaba pendiente de cada una de las fases de esa aventura fabulosa que emprenden las hojas de mano en mano, hasta llegar a la mesa de las tabaqueras que las convierten en obras maestras del torcido.

P10714

La clasificación de colores merece la atención de los visitantes.

Como los vinos en las soleras, el tabaco en rama se añeja en barriles de madera.

"HAVANA CIGAR: A PRODUCT WITHOUT EQUAL IN THE WORLD"

—Mr. Cándido Velázquez
President of "Tabacalera, S.A."

A man with a friendly smile, an amiable disposition, a pleasant conversation and calm words, who lives fully in love with tobacco. This is how we can define in broad terms the personality of Mr. Cándido Velázquez, President of "Tabacalera, S.A.", which is the largest Havana cigar importer in the whole world.

Mr. Velázquez is very fond of history and felt a keen interest in learning about the Old Havana section that is considered as a patrimony of humanity. He felt quite impressed at visiting monuments, palaces and narrow streets and declared that these possess a great architectonic value, and added that he feels very close to them since he is of Cuban descent because his grandmother was born in Havana. This fondness for history felt by the President of "Tabacalera, S.A." is deeply rooted and can be traced back to one of his ancestors, the Adelantado Don Diego Velázquez, who founded the first villages during the colonial period in Cuba between 1511 and 1515.

IN THE KINGDOM OF HAVANA CIGARS

In his visit to the cigar factory "El Laguito" he was absolutely absorbed by each of the stages of the fabulous adventure undergone by the tobacco leaves when they are passed from hand to hand until they arrive at the working tables of the women handrollers that turn them into masterpieces of the cigar handrolling art.

While he toured about the different departments Mr. Velázquez observed carefully every gesture made by the workers in the diverse trades that make up the industrial process. He talked to them, asked them and then walked along through this factory that is aroma and flavor all around and which the Vice-Minister of Agriculture, Daniel Solana Piñera, denominated as the kingdom of the Havana cigar when he made a brief outline of "El Laguito" historical background.

And in the department of classification by hues, before any questions could be posed to him, Mr. Velázquez let his words flow easily to draw up a sort of mural of an impressionist language because in those fluent words there came out hues as in a palette of infinite browns.

"It isn't only a matter of color but also of the gradations in the glossy finish that makes classification to become a true art. One appraises the cigar boxes and sees like in a brush-stroke how those

Mientras recorría los departamentos, el señor Velázquez observaba cada gesto de los trabajadores en la diversidad de oficios que integran el proceso industrial. Hablaba con ellos, les preguntaba y viajaba junto a esa rama, todo aroma y sabor, por esa fábrica que el Viceministro de la Agricultura, Daniel Solana Piñera, calificara como el reino del Habano, al explicar en breve síntesis la historia de "El Laguito".

Y, antes de formularle ninguna pregunta, en el departamento de selección de colores, el señor Velázquez dejó que las palabras fueran trazando algo así como un mural de lenguaje impresionista, porque en ellas afloraban tonalidades de una paleta de infinitos carmelitas:

—No es sólo los colores, sino las gradaciones de brillantez, lo que hacen un arte de la clasificación. Uno ve las cajas y aprecia, como una pincelada, esos puros que se unen en camadas. Hay que tener una sensibilidad especial y una vista muy aguda para distinguir entre tantos tonos, los que sean exactamente iguales, sin la más ligera variación. Y esto es muy importante, porque no hay nada más bello que ver esa uniformidad de color en las capas de una caja de puros.

Al llegar al departamento de control de calidad, hizo otro aparte para manifestar su opinión acerca del proceso:

—El que fuma un tabaco, no sabe lo que hay detrás. Lo aprecia por el producto, pero si supiera el trabajo que requiere, lo valoraría mucho más. Es un proceso parecido al del ron, en líneas generales, pero mucho más complejo. Para lograr un ron de siete años hace falta un proceso de añejamiento muy cuidadoso.

"Es un producto que, al ser artesanal, no lleva ningún añadido, ni artificio. Las hojas se añejan, pero son naturales. Y en el torcido no importa sólo el envejecimiento, sino también el arte del tabaquero. Porque los puros Habanos son pura artesanía.

UN DIALOGO QUE APORTA NOTICIAS, PROYECTOS Y BOSQUEJA UN HORIZONTE PROMETEDOR

En la oficina de la dirección de la empresa de tabaco torcido "El Laguito" se produce un diálogo espontáneo, donde preguntas y respuestas se imbrican en una entrevista que incluye elementos sorpresivos, por su carga de información.

Y, en medio del intercambio amistoso entre Daniel Solana, Viceministro de la Agricultura; Manuel Estefanía, Viceministro de Exportación del Ministerio de Comercio Exterior; Jaime Más, director de "Cubatabaco", funcionarios de "Tabacalera S.A", de la "Anglo-Mediterránea S.A." y de "Cubatabaco", encaminamos la charla con el señor Cándido Velázquez:

¿Desde cuándo se inició usted en los negocios del tabaco?

—A partir de mi entrada en "Tabacalera", en el año 1972. Procedía de la industria de las bebidas refrescantes.

¿Qué cargos ha desempeñado, a partir de ese momento?

—Fui jefe de ventas de "Tabacalera" en el 72; en el año 76 me nombraron director comercial; en el 81, director general de "Tabacanarias", que es

El señor Cándido Velázquez observa los tabacos recién seleccionados en una caja de "Cohiba".

P10715

cigars are placed together in layers. It is required to have a special sensibility and a very keen eye to distinguish among so many hues and thus be able to tell which are exactly alike without the slightest variations. And this is very important because there's nothing more beautiful than seeing such uniformity in color in the layers of a cigar box."

When he entered the quality control department he again expressed his view about the process.

"The person that smokes a cigar is not aware of what lies behind it. He appreciates the cigar as a product, but if he knew the great deal of work involved in its manufacture he certainly would value it even more. It is a process very much like that of the production of rum, in a general consideration, but far more complex. To achieve a 7-year rum a very careful aging process is required.

"The cigar is a product that because of its being made by artisans it does not require any additions or artifices. The leaves are aged, but are natural. And in cigar handrolling not only aging is important, but also the art of the cigar worker. Because Havana cigars are purely artisans' work."

A DIALOGUE THAT YIELDS INFORMATION, PROJECTS, AND OUTLINES A PROMISING HORIZON

At the Director's office of "El Laguito" cigar factory a spontaneous dialogue takes place in which questions and answers become entwined in an interview that includes some surprising elements due to their informative nature.

And right in the middle of the friendly talk between Daniel Solana, Vice-Minister of Agriculture; Manuel Estefanía, Vice-Minister of Exports for the Foreign Trade Ministry; Jaime Más, Director of "Cubatabaco"; officials of "Tabacalera, S.A.", "Anglo-Mediterranean, S.A." and "Cubatabaco", the interview with Mr. Cándido Velázquez was carried out.

Since when did you begin in the tobacco business?

"I began since my joining the "Tabacalera, S.A." in 1972. I came from the soft drinks industry."

What positions have you been in since then?

"Well, I was Sales Manager of "Tabacalera, S.A." in 1972; in 1976 I was promoted to Marketing Director; in 1981 I was appointed General Director of "Tabacanarias", which is an affiliate of our company. And from January 1st, 1983 I was promoted to President of our company."

How many times have you been in our country?

En el anillado, los puros Habanos adquieren un toque de distinción.

una filial nuestra. Y, a partir del primero de enero del 83, fui designado presidente de la compañía.

¿Cuántas veces ha visitado nuestro país?

—En dos oportunidades. En el 78, por vez primera, y ahora. Llegué en este viaje el 26 de enero y he permanecido una semana.

¿Cuál es su impresión acerca de las labores de tabaco torcido, en esta empresa?

—Mi impresión, muy buena por cierto, la tenía desde mi visita anterior. Esto tiene para mí un valor simbólico. Nuestra empresa es la que más vende en el mundo puros de Cuba, con gran diferencia de las demás.

"Venir a esta fábrica que, como dice Solana es el reino del Habano, realmente es un hecho significativo, ya que vamos a continuar vendiendo y tratar de seguir siendo la primera compañía en el mundo en la venta del Habano.

"El aroma del Habano es muy tradicional, muy arraigado en nuestra cultura. Tiene, como es lógico, un origen histórico. Es un producto artesanal que es consecuencia de toda una cultura del pueblo cubano. Este tipo de producto no se puede insertar en una técnica moderna, pues procede de un cúmulo de experiencias que se han ido enriqueciendo, a través del tiempo, y ha dado lugar a que tenga una demanda muy importante en todo el mundo.

"Los que he visto aquí, en "El Laguito", son los mejores: "Cohiba" y "Davidoff". Esto no quiere decir que sean los únicos verdaderamente exquisitos. Porque hay otros, como el "Montecristo", que es la marca de mayor demanda en España, y que también posee una calidad superior. Esto depende del gusto del consumidor, pues cada fumador tiene sus preferencias.

"Con respecto al "Cohiba", puedo decir que en el único lugar donde se comercializa es en España. Antes era un producto destinado a relaciones públicas y hoy en día su venta en nuestro mercado está resultando muy buena".

¿Cómo se han desarrollado las relaciones entre "Tabacalera" y "Cubatabaco", en el curso de este viaje suyo?

—Igual que siempre: muy bien. Nuestras relaciones con "Cubatabaco" son muy buenas desde hace muchos años, tanto a nivel profesional como personal. Los miembros de la directiva de "Cubatabaco" son nuestros amigos.

"Esta visita ha sido una confirmación de nuestros tradicionales encuentros en Madrid y aquí, en La Habana, para hacer las programaciones de ventas, en este caso de 1984.

¿Qué perspectivas contempla usted en estas relaciones?

—Lo mismo que en el pasado y que hoy en día. Y espero que en el futuro sean también mejores. Hay una serie de productos para mantener una actividad impresionante, que cada día sea de mayor volumen y de mayor relevancia.

¿Cuál es el volumen de importación de "Tabacalera" a "Cubatabaco"?

—Desde el punto de vista de puros Habanos, "Tabacalera" es el primer importador en el mundo. El nivel de venta es del orden de treinta millones de unidades al año.

Los funcionarios de "Tabacalera S.A.", "Anglo-Mediterránea S.A.", "Cubatabaco" y el Viceministro de Comercio Exterior, Manuel Estefanía, visitan el departamento de control de la calidad de la empresa de tabaco torcido "El Laguito"

P10716

"In two occasions. In 1978 I came for the first time; in this second visit I arrived on the 26th of January so I've been here for a week now."

What is your impression about the cigar hand-rolling in this enterprise?

"I've had a very good impression since my previous visit. To me this has like a symbolic meaning. Our enterprise is the largest seller of Havana cigars in the world, quite above any others.

"Visiting this factory which, as Solana puts it, is the kingdom of Havana cigars, is in reality a significant event since we are going to continue increasing our sales and thus we will try to maintain our firm as the first one in sales of Havana cigars the world over.

"Havana cigar aroma is absolutely traditional, quite settled within our culture. Logically enough it has a historical origin. It is a product made by artisans, which is a consequence of a whole cultural background of the Cuban people. This kind of product cannot be attached to a modern technology because it arises from a congeries of experiences that have been enriched in the course of time and thus a large and important demand has been created everywhere.

"What I've seen here in "El Laguito" is the best of Havana cigars: "Cohiba" and "Davidoff." But this doesn't mean that these are the only exquisite ones. Because there are others, like "Montecristo", which is the best-sold brand in Spain and having also a superior quality. This depends on the consumer's taste since each cigar smoker has his own preferences."

"In regards to "Cohiba" I can say that Spain is the only country in which it is marketed. In the past it was a product for exclusive use in public relations activities and today its sales in our market are turning out to be really good."

How have the relations between "Tabacalera" and "Cubatabaco" been developing in the course of this new visit to Cuba?

"Just as usual: very good indeed. Our relations with "Cubatabaco" are excellent since many years back, both at a professional and personal level. The managing staff of "Cubatabaco" are our friends.

"This visit has been a confirmation of our traditional meetings in Madrid and here in Havana to arrange the sales program, in this case for 1984."

What outlooks do you foresee in these relations?

"The same as in the past and currently. And I hope that in the future they will likewise be the best. There is a series of products that will maintain an impressive activity that in turn will build up a larger volume and a greater importance."

Do you expect to extend the range of products after this visit?

"Well, one of the schemes we have worked out jointly is the development of a dark cigarillo under the brand name of "Davidoff", whose design is one of the prettiest ever created in the tobacco world. The package is really beautiful."

"We have also discussed the development of a special leaf for wrapper for the Spanish industry. Likewise we have been working on a cigarette to be manufactured in Spain with wholly Cuban tobacco. Also we have studied the possibility of developing the cultivation of bright tobacco varieties in Cuba, which is increasingly demanded in Spain. On the other hand, we are going to produce, in conjunction with the "Anglo-Mediterránea, S.A.", "Cubatabaco" and "Tabacalera" a blond cigarette to be manufactured in Cuba for export. We have discussed too the collaboration with the V Centennial of America's Discovery and we shall discuss further about the development of special products for this celebration.

"Finally, we have talked about the program of purchases of leaf tobacco for 1984."

Being as you are one of the outstanding businessmen in the tobacco world, do you smoke cigars?

"Well, I am not a too good smoker myself. I am a normal smoker. The ones I like most are "Montecristo" and "Davidoff." These are the cigars that according to my personal taste seem to me as being much more aromatic and better flavored than the rest. This does not mean that I don't smoke the other brands, but I prefer these two I've just mentioned."

How would you define a Havana cigar?

"The Havana cigar is the result of a tradition, a technique and a labor carried out with the greatest love for the product. You can't manufacture a cigar if you don't feel a vocation and love for that kind of work. It's not a mechanical thing. This isn't the elaboration of a standard product. Therefore it requires an improvement or refinement in its elaboration.

"To define it in a few words I'd say that it is a cigar made from selected leaves and Havana wrapper. It has no equal and cannot be made elsewhere in the world."

Would you like to send a message to the merchants and smokers the world over and very particularly to those in Spain, through our publication "Cubatabaco International"?

"Why, yes. I'd send them this message: Whenever you are going to light a Havana cigar, reflect about it and please think you're smoking a product made with such an art, such an exquisite care throughout the whole process, from its cultivation, fermentation, aging, moistening, handrolling, classification and packing, all of which operations have been carried out by a group of professionals specialized in each one of these processes.

"To sum up, it is a product made through the efforts and vocation of a large number of workers having the highest possible qualification ever to be found."

¿Contempla ampliar el rango de productos, a partir de esta visita?

—Uno de los proyectos que trabajamos en conjunto es el desarrollo de un cigarrillo negro con la marca "Davidoff", cuyo diseño es uno de los más bonitos que se han creado en el mundo del tabaco. Es precioso el paquete.

"Hemos venido también a hablar de la problemática de desarrollar un tipo de capa especial para la industria española. También, hemos trabajado sobre un proyecto de un cigarrillo a fabricar en España con tabaco íntegramente de Cuba.

"Hemos estudiado la posibilidad de desarrollar el cultivo de variedades de tabaco rubio, en Cuba, que cada día tiene una mayor demanda en España. Por otra parte, vamos a elaborar de conjunto —"British American Tobacco", "Cubatabaco" y "Tabacalera"— un cigarrillo rubio para fabricar en Cuba, para su exportación. También, hemos hablado de colaboración con la celebración del V Centenario del descubrimiento de América e, incluso, vamos a hablar de desarrollar productos especiales para tal evento.

"Además, hemos hablado del programa de compras de tabaco en rama y de tabaco torcido para 1984".

El arte del torcido está en manos de mujer, en la empresa "El Laguito".

Usted que es uno de los hombres de negocios más connotados en el mundo del tabaco, ¿es fumador de puros?

—No soy demasiado buen fumador. Soy un fumador normal. Como consumidor de tabaco cubano, los que más me gustan son "Montecristo" y "Davidoff". Son los que, para mi gusto personal, me parecen mucho más aromáticos y de mejor sabor que el resto. Esto no quiere decir que no fume el resto de las marcas, pero prefiero esas dos que he mencionado.

¿Cómo definiría usted un puro Habano?

—El puro Habano es una consecuencia de una tradición, una técnica y un trabajo hecho con gran amor al producto. No se puede fabricar un tabaco si no se siente una vocación y amor por ese trabajo. No es mecánico. Esto no es fabricar un producto estandar. Requiere un perfeccionamiento muy superior en su elaboración.

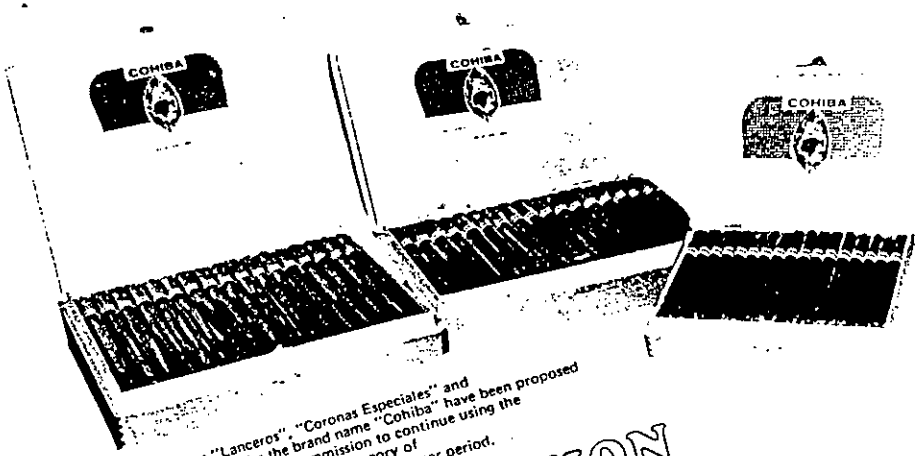
Para definirlo en pocas palabras diría que es un puro hecho con rama elegida y Habano. **Es inigualable, no se puede hacer en ningún otro lugar del mundo.**

¿Quisiera enviar algún saludo a los comerciantes y fumadores del mundo y, muy especialmente a los de España, a través de nuestra revista "Cubatabaco International"?

—Yo les haría llegar el siguiente mensaje: cuando vayan a encender un puro Habano, reflexionen, piensen que se están fumando un producto elaborado con una artesanía, con un arte, con un cuidado exquisito en todo el proceso, desde su cultivo, fermentación, añejamiento, moja, torcido, clasificación y envasado, que ha sido llevado a cabo por un grupo de profesionales especializados en cada uno de estos procesos.

"En resumen, es un producto hecho con el esfuerzo y la vocación de un gran número de personas, con la más alta calidad que haya podido lograrse".

P10717



Cigar sizes "Lanceros", "Coronas Especiales" and "Panetelas" under the brand name "Cohiba" have been proposed by the corresponding Commission to continue using the State Mark of Quality in the category of Superior Quality with Circle for a two-year period.

RECERTIFICATION OF «COHIBA» SUPERIOR QUALITY MARK PROPOSED

Text: MILSANIA
Photos: RAFAEL CRUZ

The State Certification Commission established to evaluate the recertification of the cigar sizes *Lanceros, Coronas Especiales* and *Panetelas* under *Cohiba* brand name approved the proposal made by "El Laguito" enterprise, in order to continue using the State Mark of Quality in the category of Superior Quality with Circle for a two-year period. This proposal was submitted to the State Normalization Committee for its ultimate approval.

The Commission members met over two days at the enterprise premises while carefully analyzing the data file recorded by the Quality Control Department based on the physico-chemical and organoleptic analyses carried out on the aforementioned cigar sizes.

Doctor Arnaldo Castro, of the Public Health Ministry, presided over the Commission that was made up also by representatives of the Ministry of the Food Industry, Foreign Trade and Agriculture; and of the State Normalization Committee, Industrial Design National Bureau, Tobacco Workers Union and National Board of Planning.

Avelino Lara, Director of "El Laguito" cigar enterprise.

The workers, upon learning the news about the first-level approval, enthusiastically applauded while striking their working knives against their tables.

Avelino Lara, the enterprise Director, expressed his great satisfaction as a member of the workers' collective because of the decision passed by the Commission when they sustained that currently *Cohiba* cigar sizes show a quality that is far superior to the one seen at the previous certification.

Lara pointed out that all the directives set up by the Commission will be strictly adhered to. And he concluded that "the State Mark of Quality awarded to "El Laguito" will remain here forever. This is a decision that was adopted and will be honored by the workers and managing staff of the enterprise."

CUBATABACO

P10718

COHIBA: THE MOST DISTINGUISHED...
even among the Havana Cigars
Cuba
TABACO
COHIBA
COHIBA
COHIBA
CUBATABACO
ANNIVERSARY
HECHO EN CUBA

P10719

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 13

1,147,309 [redacted] 1000 001

1. REG. NO.	3. MARK	4. SER. NO.
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2. Registration Date: FEB 17 1981		5. Examiner

6. INTERNATIONAL CLASS	7. PRIOR U.S. CLASS	8. FILING DATE	9. SERIAL NUMBER
34	17	03/13/78	161879

10. APPLICANT AND POST OFFICE
CULBRO CORPORATION
605 3RD AVE.
NEW YORK, NEW YORK 10016
NEW YORK CORP.

16. EXAMINER
~~118-CHAPMAN BETH ANNE~~
D. C. Reihner

17. TYPE OF MARK
TRADEMARK

18. FIRST USE
ICL 034 02/13/1978

11. SEND CORRESPONDENCE TO
Morgan & Finnegan
345 Park Ave.
New York, NY 10154

12

13

MO

19. IN COMMERCE
ICL 034 02/13/1978

20. PRIOR REGISTRATION

14. ASSOCIATE ATTORNEY

15. GOODS—SERVICES
034-CIGARS

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	Section 12C	29. O.G. Date	PUBLISHED NOV 4 1980 ~~PUBLISHED OCT 20 1980~~
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	Renewed From		
		☐ Less Goods	

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66 SP78051

…-ende, fr tail + ende end — more at END] … o, BUTTOCKS (sitting around the house on his … —A. Grau) 2 : the hindmost end : the part … or head or inferior to the rest (watched the tail end … any move out —James Jones) 3 : the concluding … tail end of a cabinet meeting —A.M.Schlesinger … 4 : TAIL 9b
…d·er \'ˌendə(r)\ n -s [tail end + -er] : one at the tail (as in a competition)
…l·er \'tālə(r)\ n -s [¹tail + -er] 1 : one that tails: as a : SHADOW (he combined all the attributes of a successful ~ — iron legs and arches, the considerable acting ability a man must have to make himself untrustworthy, and a sixth sense of anticipation —Joel Sayre) b : one that follows, esp : one that rounds up or drives on the stragglers of a herd c : one that removes products from the discharge end of a machine (as a lathe, wrapping machine, or wet machine) 2 a : a fish that tails b : a device that closes a metal loop around the tail of a fish (as a salmon) and is used in landing it
²tailer \"\ n -s [alter. of ¹tailor] : ALEWIFE 1
tailer-down \'ˌ-ˌ-\ n -s [tail down, v + -er] : TAILER-IN
tailer-in \'-ˌ-\ n -s [tail in, v + -er] : a worker who rolls logs with cant hook or peavey to a place convenient for loading or stacking
tail fan n : the fanlike swimming organ formed by the last pair of pleopods and the telson in some decapod crustaceans
tail-female \'ˌ-ˌ-\ n [²tail (limitation) + female (adj)] : the maternal ancestral line esp. of a thoroughbred horse
tail fin n 1 : CAUDAL FIN 2 : FIN 2c(3)
tailfirst \'-ˌ-\ adv : with the hinder part foremost : BACKWARD
tailflower \'-ˌ-\ n : an aroid of the genus Anthurium
tail fly n : the fly at the end of a fishing leader — called also end fly
tailforemost \'-ˌ-\ adv : TAILFIRST
tail gate n 1 : a gate at the rear: as a : the lower gate of a canal lock b : a board or gate at the rear end of a vehicle that can be removed or let down for convenience in loading c : a heavy wooden panel pivoted to the end of a railroad freight car to form an incline from the car bottom to the rails that is used in loading 2 [so called fr. the custom of seating trombonists at the rear end of trucks carrying jazz bands in parades] : a style of jazz trombone playing (as the playing of Dixieland in ensemble) characterized by slides to and from long sustained tones, smears and glissandi, and the playing of improvised countermelodies and rhythms often in a nonlegato manner extending through the entire range of the instrument
tailgate \'-ˌ-\ vb [tail gate] vi : to drive too close to another vehicle for safety ~ vt : to follow (another vehicle) too close for safety
tail grape n : any of various tropical woody vines constituting a genus (Artabotrys) of the family Annonaceae and having solitary or clustered flowers borne on a woody often hooked peduncle that functions as a tendril, esp : an eastern Asian vine (A. odoratissimus or A. uncinatus) that is sometimes cultivated for its very fragrant inconspicuous reddish brown flowers and showy inedible golden yellow pear-shaped fruits
tail group n : TAIL 2b
tailhead \'-ˌ-\ n : the base of an animal's tail — see COW illustration
tail-heavy \'-ˌ-\ adj : having a nose that tends to rise when the longitudinal control is released in level flight (a tail-heavy airplane) — compare NOSE-HEAVY
tail house n 1 : a housing for the tension carriage in an endless-rope mine hoisting system 2 : a building in which are placed the discharge ends of the condensing apparatus used in petroleum distillation
tailing n -s [fr. gerund of ²tail] 1 : the act of one that tails (the ~ of people is a normal part of detective and intelligence work) 2 : inferior or refuse material separated as residue in processing — usu. used in pl. as a : stones that tail over the largest openings of the screen of a stone crusher b : the lighter inferior coffee berries floated away in washing c : the gangue and other refuse material resulting from the washing, concentration, or treatment of ground ore (the ~s of the silver mines of those times are being worked over for the tin that was then discarded —Harrison Wilcox) — compare CONCENTRATE, HEAD, MIDDLING 3 : the last part of something 4 : the part of a projecting stone or brick inserted in a wall 5 : a blur or other break in impression in textile printing 6 tailings pl : the lighter and coarser particles (as bran or fibrous or flaked endosperm) that tail over the sieves of a purifier while the heavier middlings pass through 7 tailings pl : OFFALS 8 tailings pl : the parts (as of crude spirit) that come over last in fractional distillation : FOOTS 9 : a reused tanning liquor 10 : short lengths of yarn or fabric — usu. used in pl.
tail joint n : TAILPIECE 4
tail-kidney \'-ˌ-\ n : METANEPHROS
tail lamp n : TAILLIGHT
taille \'tī, 'tā(ə)l\ n -s [F, fr. OF, fr. tailler to cut, shape, fix, limit, tax — more at TAILOR] 1 a : an imposition or tax formerly levied by a French king or seigneur on his subjects or on lands held of or under him b : a royal or a national tax in 15th century France from which the lords and later the clergy and others were exempt — compare CORVÉE, GABELLE, TALLAGE 2 obs : the shape of the bust : BUILD, FIGURE, FORM 3 a : a middle voice or tenor in early choral music b : a part to be performed on the tenor viol, the viola, or the English horn
tail·less \'tā(ə)lləs\ adj : having no tail — tail·less·ly adv — tail·less·ness n -es
tailless airplane n : an aircraft consisting of a single wing without conventional fuselage or tail, housing cargo and personnel within the wing structure, and achieving stability and control by means of vertical external surfaces mounted on the wing tips or booms attached to the wing
tailless whip scorpion n : an arachnid of the family Tarantulidae
tail·leur \R tä'yœr, tal-, + V ·'yœr-, -R ·'yə, + vowel in a word following without pause ·'yœr- or ·'yə also 'yēr\ n -s [F, lit., cutter, tailor, fr. OF — more at TAILOR] 1 : the dealer in a card game 2 : a woman's tailored costume, esp : a suit for town wear
tail·lie \'tālē\ n -s [ME — more at TAILZIE] Scots law : TAILZIE
taillight \'-ˌ-\ n : a usu. red light mounted at the rear esp. of an automotive vehicle as a warning to following traffic
taillike \'-ˌ-\ adj : resembling a tail
tail louse n : a widely distributed sucking louse (Haematopinus quadripertusus) that is an ectoparasite on cattle on the tail of which the adults congregate
tail-male \'-ˌ-\ n [²tail (limitation) + male (adj)] : the male ancestral line esp. of a thoroughbred horse
tail of the eye : the outer corner of the eye (out of the tail of his eye, he glanced at his only passenger —Agnes S. Turnbull)
¹tai·lor \'tālə(r)\ n -s [ME taillour, fr. OF tailleor, lit., one that cuts, fr. tailler to cut (fr. LL taliare, fr. L talea twig, stick, cutting) + -eor -er; akin to Gk talis marriageable girl, thalis fenugreek, Lith atželas, atolas, and perh. to ON thöll young pine tree; basic meaning: growing thing] 1 : one whose occupation or business is making or altering men's or women's outerwear (as suits and coats) 2 a or tailor herring : FALL HERRING b (1) : BLUEFISH 1 (2) : a closely related Australian fish
²tailor \"\ vb -ed/-ing/-s vi 1 : to do the job or carry on the business of a tailor 2 : to adapt to tailoring (a material that ~s well) ~ vt 1 a : to make or fashion as the work of a tailor (~ed him several suits) b : to make or adapt to suit a special need or purpose (this striking force that can ~ its power to meet the demands of the moment —H.H.Martin) …

tai·lor·dom \-(r)dəm\ n -s 1 : tailors as an occupational group : the trade or domain of tailors 2 : TAILORING
tailored adj 1 : made by a tailor 2 a : fashioned or fitted to resemble a tailor's work b : having trim, simple, straight lines (~ curtains) 3 : MADE-TO-ORDER 4 a : having the look of one fitted by a custom tailor : well turned out (she has the ~ look —John Mason Brown) b : appearing well cared for : STYLISH, TRIM (a well-tailored neighborhood —Time)
tailored gardenia n : a gardenia removed from the peduncle, wired, and supported by a collar of stapled foliage
tai·lor·ess \'tālərəs\ n -es : a woman tailor
tailor-fashion \'-ˌ-\ adv (or adj) : CROSS-LEGGED (sat down tailor-fashion in a place of honor —F.G.Slaughter)
tailoring n -s 1 a : the business or occupation of a tailor b : the work or workmanship of a tailor (the kind of ~ which goes by the name of ready-made —Irving Kolodin) 2 : the making or adapting of something to suit a particular purpose (the ~ of history books to fit the party line of the moment had for some time been an established practice —Sergius Yakobson) 3 : a rounding off of the corners of grooved rolls of iron and steel to prevent fins from forming on the bars in rolling
tai·lor·ism \'tāləˌrizəm\ n -s 1 : the labor, employment, or product of a tailor 2 : a tailor's mannerism
tai·lor·ize \-ˌrīz\ vb -ed/-ing/-s vi : to do the work of a tailor : behave as a tailor ~ vt : to reduce to a tailor's status : treat as a tailor : DEGRADE, DEMORALIZE
¹tailor-made \'-ˌ-\ adj [¹tailor + made] 1 a : made by a tailor or with a tailor's care and style (a tailor-made suit) b : marked by trimness of fit, simplicity of line and ornament, and fine finish — used of women's garments c : having the appearance of one turned out by a good tailor (a tailor-made man) 2 : made or fitted up to a particular use or purpose : MADE-TO-ORDER (the wage provisions of its agreement are tailor-made for that company's circumstances —R.A.Lester) (his music is tailor-made to the requirements and conditions of a specific time and place —Abraham Veinus) (a tailor-made fuel with special characteristics —Ethyl News) 3 : factory-made rather than hand-rolled — used of cigarettes
²tailor-made \"\ n -s 1 : a woman's tailor-made garment 2 : a factory-made cigarette
tailor-make \'-ˌ-\ vt [back-formation fr. ¹tailor-made] : to make or adapt to a particular use or purpose or to the needs of an individual — opposed to mass-produce
tailor muscle also tailor's muscle n : SARTORIUS
tailor's chair n : a seat with back rest but no legs used by tailors at work
tailor's chalk n : a thin flat piece of hard chalk or soapstone used by tailors and seamstresses for making temporary marks on cloth
tailor's cushion n : a tailor's ham
tai·lor·ship \'tālə(r)ˌship\ n : the trade or work of a tailor : TAILORING
tailor's tack n : a basting stitch taken with a double thread through two pieces of fabric and then cut apart with large loops being left in each piece for marking seam lines and perforations
tailor warbler n : a tailorbird (Orthotomus sutorius)
tai·lory \'tālərē\ n -es [ME taillourie, fr. taillour tailor + -ie -y — more at TAILOR] 1 : the work or business of a tailor 2 : clothing made by a tailor
tail over vi : to pass (material that will not go through) over a sieve in milling
tailpiece \'-ˌ-\ n 1 : a subsidiary part at the lower or rear end : a piece added on at the end : APPENDAGE (the ~ of a crustacean) (the ~ of a musical composition) 2 : a triangular piece (as of ebony) between which and the pegs the strings of a stringed musical instrument are stretched 3 : the part of a telescope containing the adjusting device for the eyepiece 4 : a relatively shorter beam or rafter tailed in a wall and supported by a header 5 : a piece for transmitting motion from the hub of a lock to the latch bolt 6 : an ornament placed below the text matter of a page (as at the end of a chapter) — compare HEADPIECE
tailpin \'-ˌ-\ n 1 : the tailstock center in a lathe 2 : a pin projecting from the body of a large stringed musical instrument (as a cello) to raise it off the floor when being played
tailpipe \'-ˌ-\ vt : to tie a tin can to the tail of (a dog)
tail pipe n 1 : the suction pipe of a pump 2 : the pipe discharging into the atmosphere the exhaust gases from the muffler of an automotive engine 3 : the part of a jet engine that carries the exhaust gases rearward and discharges them through a nozzle
tail-pipe burner n : AFTERBURNER
tail plane n : the horizontal tail surfaces of an airplane including the stabilizer and the elevator
tail print n : a core print carried to the top of a foundry mold so that the pattern may be molded in one box
tailrace \'-ˌ-\ n 1 : a race for conveying water away from a point of industrial application (as a waterwheel or turbine) after use — called also afterbay; compare HEADRACE, MILLRACE 2 : the channel in which mine tailings are floated off
tail rhyme also tailed rhyme n : a verse form in which rhymed lines (as couplets or triplets) are followed by a line of different usu. shorter length which does not rhyme with the couplet or triplet
tail-rhyme stanza also tail-rhymed stanza \'-ˌ-\ n : a stanza consisting of rhymed couplets or triplets with tails that rhyme with each other
tail rider n : one of usu. two cowboys who keep a herd of cattle moving from the rear : one that rides drag — compare SWING-MAN
tail rod n : a continuation of a piston rod or valve rod through the back cylinder cover or valve chest (as of a steam engine or an air compressor)
tail rope n : a rope attached to the rear part or end of something: as a : a rope fastened to the tail of a mine car or train to haul it back empty after unloading or to brake its speed on a downgrade b : the rope beneath either of two counterbalancing cages in a mine shaft
tails pl of TAIL, pres 3d sing of TAIL
tail set n : a device used to hold the tail of a gaited saddlehorse in the desired cocked position
tail shaft n : the after section of a ship's propeller shaft extending through the stern tube
tail sheet n : a strip of larger-mesh bolting cloth used at the tail end of a sieve to sift out coarser stock in milling
tail skid n : a yielding support on which the tail of an airplane rests when on the ground
tail slide n : the tailfirst slide rearward and downward that some airplanes may be made to take after being brought into a stalling position by a steep climb
tailspin \'-ˌ-\ n 1 : SPIN 2a (the airplane went into a ~) 2 : a collapse into mental or emotional depression or confusion (the sight of it had nearly sent him into a ~ —Jean Stafford) 3 : a state of disordered or depressed activity : CHAOS, DEMORALIZATION (an abrupt falling off in foreign trade may send the economy into a ~ —Atlantic)
tail spindle n : the tailstock spindle in a lathe
tailstock \'-ˌ-\ n : the adjustable or sliding head of a lathe containing the dead center
tail surface n : a stabilizing surface or a control surface in the tail of an airplane
tail tackle n 1 : WATCH TACKLE 2 : LUFF TACKLE
tail tree n : the spar tree farthest from the power source in a cable logging rig

tail wheel n : an auxiliary wheel on which the rear of an airplane rests or taxis on the ground
tail wind n : a wind having the same general direction as the course of an airplane or a ship in motion (a stout tail wind was giving a friendly boost —W.D.Patterson)
¹tail·zie \'tāl(y)ē\ n [alter. (z being taken as y) of earlier tailyie, fr. ME tailie, tailyie, taillie, fr. MF taillie, fem. of taillié, past part. of taillier to cut, shape, fix, limit — more at TAILOR] Scots law : ENTAIL
²tailzie \"\ vt -ed/-ing/-s Scots law : ENTAIL
tai·men \'tīˌmen\ n -s [Russ taimen', fr. Finn taimen] : a giant trout (Salmo taimen or S. fluviatilis) of the rivers of northern Asia
¹tai·nan \'tīnan\ adj, usu cap [Taino + -an] : of or relating to the Taino or their language
²tai·nan \'tī'nän\ adj, usu cap [fr. Tainan, Formosa] : of or from the city of Tainan on the island of Formosa, China : of the kind or style prevalent in Tainan
tai·ni·o·lite \'tīnēəˌlīt\ n -s (tainio- (fr. Gk tainia band) + -lite, akin to Gk teinein to stretch — more at THIN) : a mineral $KLiMg_2Si_4O_{10}F_2$ consisting of a silicate and fluoride of potassium, lithium, and magnesium of the mica group
tai·no \'tī(ˌ)nō\ n, pl taino or tainos usu cap [Sp, of AmerInd origin] 1 a : an extinct aboriginal Arawakan people of the Greater Antilles and the Bahamas, esp. of Hispaniola b : a member of such people 2 : the language of the Taino people
¹taint \'tānt\ vb -ed/-ing/-s [ME tainten, fr. AF teinter, fr. MF teint, past part. of teindre to color, dye, fr. L tingere — more at TINGE] vt 1 obs : to touch with color : TINGE, TINT 2 obs : to apply balm or ointment to (a wound or sore spot) : ANOINT 3 [influenced in meaning by obs. taint to attaint, fr. ME taynten, fr. MF ataint, past part. of ataindre to accuse, convict, attain — more at ATTAIN] a : to touch or affect slightly with something bad or undesirable (to aid openly would be to … ~ his memory —G.H.Adams) (directed toward the purge from the public service rolls of those ~ed with fascism —Taylor Cole) b : to infect with putrefaction : make noxious or poisonous : ROT (the meat was ~ed) c : to contaminate morally : CORRUPT, DEFILE, DEPRAVE, STAIN (all the lighter kinds of literature were deeply ~ed by the prevailing licentiousness —T.B.Macaulay) ~ vi [influenced in meaning by obs. taint to attaint] 1 obs : to become weak : lose courage (I cannot ~ with fear —Shak.) 2 archaic : to become infected with putrefaction or corruption : ROT syn see CONTAMINATE
²taint \"\ n -s [MF teint, fr. past part. of teindre] 1 obs : COLOR, HUE, TINGE 2 (influenced in meaning by ¹taint] a : a spot or stain of something bad (as of dishonor or disgrace) : BLEMISH (some ineradicable ~ of impropriety attached in their minds to any association with the stage —Mary Austin) (the river that I know washes from all ~ of sin —Rudyard Kipling) b : a germ, source, or cause of corruption : a contaminating influence : a rotting or depraving force (remembered his bouts with the bottle and were afraid that the ~ had been passed on to me —Hamilton Basso)
³taint \"\ n -s [ME ataint — more at ATTAINT] : ATTAINT
tain·ter gate or tain·tor gate \'tāntə(r)-\ n [after Jeremiah B. Tainter, 19th cent. Am. inventor] : RADIAL GATE
taint·less \'tāntləs\ adj [¹taint + -less] : having no taint : CLEAN, IMMACULATE, PURE — taint·less·ly adv — taint·less·ness n -es
tain·ture \'tānchə(r)\ n -s [MF tainture, fr. L tinctura — more at TINCTURE] : DEFILEMENT, STAIN, TAINT
taintworm \'-ˌ-\ n [¹taint + worm] : a worm or larva parasitic on mammals
tai nua \'tīnü'ä\ n, pl tai nua or tai nuas usu cap TAI 1 : a Tai people closely related to the Laotians of Laos 2 : a member of the Tai Nua people
¹tai-pan \'tīˌpan\ n -s [Chin (Pek) ta⁴ pan³] : the head of a foreign house of business in China : a great merchant
²taipan \"\ n -s [native name in Australia] : an exceedingly venomous elapid snake (Oxyuranus scutellatus) of northern Australia and the Pacific islands
tai·peh \'tīˈpā, -ˈbā\ adj, usu cap [fr. Taipeh, Formosa] : of or from Taipeh, the capital of Formosa, China : of the kind or style prevalent in Taipeh
tai-ping \'tīˈpiŋ\ n -s usu cap [Chin (Pek) t'ai⁴ p'ing² peaceful] : a Chinese insurgent taking part in a rebellion (1848–65) against the Manchu dynasty
ta·i·po \'tīˌpō\ n -s [Maori taepo] NewZeal : a demon, devil, or other specter appearing at night
taira var of TAYRA
ta·i·ro·na \ˌtīə'rōnə\ n, pl tairona or taironas usu cap [Sp, of AmerInd origin] 1 : an extinct Chibchan people of northern Colombia 2 : a member of the Tairona people
taisch \'tāsh, 'tīsh\ n -es [ScGael taibhs, taibhse; akin to IrGael taibhse ghost, OIr taibsiu to show] Scot : an apparition of a person about to die
¹tait \'tāt\ var of TATE
²tait \"\ n -s [native name in Australia] : HONEY POSSUM
¹tai·ver \'tāvər\ var of TAVER
²taiver \"\ n -s [prob. of Scand origin; akin to Norw & Dan dial. tave rag; akin to ON thefja to stir, thöf act of beating cloth, Gk tapeinos low, humble, abject] Scot : SHRED, TATTER — usu. used in pl.
tai·vert \-rt\ var of TAVERT
tai·wan \(ˈ)tī'wän\ adj, usu cap [fr. Taiwan (Formosa), island in the China Sea] : FORMOSA
¹tai·wan·ese \(ˌ)tīwə'nēz, -ēs\ adj, usu cap [Taiwan + E -ese] 1 : of, relating to, or characteristic of the island of Taiwan 2 : of, relating to, or characteristic of the people of Taiwan
²taiwanese \"\ n, pl taiwanese cap : a native or inhabitant of Taiwan
tai·wa·nia \tī'wänēə\ n, cap [NL, fr. Taiwan + NL -ia] : a genus of coniferous trees (family Pinaceae) having leathery triangular leaves that are incurved at the apex
tai·yu·an \'tīyü'än\ adj, usu cap [fr. Taiyuan, China] : of or from the city of Taiyuan, China : of the kind or style prevalent in Taiyuan
taj \'täzh, 'täj\ n -es [Ar tāj, fr. Per, crown, tiara, cap] : a cap worn in Muslim countries, esp : a tall cone-shaped cap worn by dervishes
ta·jik or ta·djik or ta·dzhik \tä'jik, -'jēk\ n, pl tajik or tajiks or tadjik or tadjiks or tadzhik or tadzhiks usu cap : a member of a people of old Iranian blood and speech bearing resemblance to Europeans and dispersed among the populations of Afghanistan and Turkistan
ta·jiki \-kē\ n -s usu cap : the Iranian language of the Tajik people
ta·jin \tä'hēn\ adj, usu cap [MexSp Tajín, a pyramidal monument found near Papantla, Vera Cruz, Mexico, constructed by the Totonacs, fr. Nahuatl, thunder] : of or relating to the earliest culture of the Totonacs near the present state of Vera Cruz, Mexico, and characterized by the use of double outlines in design and of stone ax blades shaped like human faces
tak·able or take·able \'tākəbəl\ adj : capable of being taken
taka-diastase \ˌtäkə+\ n [fr. Taka-Diastase, a trademark] : a commercial enzyme preparation obtained esp. as a yellowish white hygroscopic powder by growing a mold (Aspergillus oryzae) on wheat bran and used chiefly as a starch digestant (as in the treatment of dyspepsia) : KOJI 2
ta·ka·he \'täkə,hē\ n -s [Maori] : NOTORNIS 2
takamahac var of TACAMAHAC
ta·ka·mat·su \ˌtäkə'mät(ˌ)sü\ adj, usu cap [fr. Takamatsu, city of Shikoku island, Japan] : of or from the city of Taka-

151

GC 001893

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 14

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DEFENDANT'S DEPOSITION EXHIBIT
75
10/24/00 AA

FAX TRANSMISSION

TO: Dickerson Downing FAX NO.: (212) 751-6849

OF: Morgan & Finnegan

FROM: David B. Goldstein

DATE: October 23, 2000 N.Y. TIME:

RE: *Empresa Cubana del Tabaco d.b.a. Cubatabaco* v. *Culbro Corporation and General Cigar Co., Inc.*

NUMBER OF PAGES (INCLUDING THIS PAGE): 4

TOTAL NUMBER OF DOCUMENTS:

CLIENT: Cohiba Lit

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October 23, 2000

BY FAX AND FIRST CLASS MAIL
Dickerson Downing, Esq.
Morgan & Finnegan, L.L.P.
345 Park Avenue
New York, NY 10154

Re: *Empresa Cubana del Tabaco d.b.a. Cubatabaco* v. *Culbro Corp., and General Cigar Co., Inc.*, 97 Civ. 8399 (RWS)

Dear Dick:

Enclosed please find a Supplemental Privilege Log in the above-referenced matter. In the course of my review today of privileged correspondence regarding Cohiba in the 1980's, I discovered that the privilege log inadvertently omitted the correspondence referenced on the attached Log. I apologize for any inconvenience.

Sincerely,

David Goldstein

G:\COHIBA\Correspondence\Downing 10 10.wpd

Empresa Cubana del Tabaco d.b.a. Cubatabaco v. Culbro Corp., et. al., U.S.D.C., S.D.N.Y., 97 Civ. 8399 (RSW)

PLAINTIFF'S SUPPLEMENTAL LOG OF DOCUMENTS WITHHELD FROM PRODUCTION IN RESPONSE TO DEFENDANTS' MODIFIED FIRST AMENDED REQUEST FOR PRODUCTION OF DOCUMENTS ON CLAIMS OF ATTORNEY CLIENT OR ATTORNEY WORK PRODUCT PRIVILEGE

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Dra. Maria A. Carrillo de Albornoz to Lachenbach, Siegel	Corresp. re potential application by Cubatabaco to register COHIBA in U.S.	July 5, 1983	Attorney - Client	One page
Howard Aronson to Camara de Comercio	Corresp re potential application byCubatabaco to register COHIBA in U.S.	Unknown but sometime prior to August 29, 1983	Attorney - Client	One page telex
Lackenbach Siegal to Camara de Comercio	Corresp. re potential application by Cubatabaco to register COHIBA in U.S.	Unknown but sometime prior to August 28, 1984	Atttorney - client	One page telex
Dr. Jesus Duran to Dra. Maria A Carrillo de Abonoz, Camara de Cuba	Corresp. re potential application by Cubatabaco to register COHIBA in U.S.	August 1, 1984	Attorney-client, attorney work product	One page telex

Dr. Jesus Duran to Howard Aronson	Corresp. re Culbro U.S. COHIBA registration and Culbro affidavit concerning usage	December 24, 1987	Attorney-client	One page telex

INDEX OF NAMES

Albornoz, Maria A. Carrillo de..... Attorney at Camara de Comercio, Calle 21, No. 661, Havana

Aronson, Howard..... Attorney at Lackenbach Siegel Marzullo & Aronson, One Chase Rd., Scarsdale, NY

Duran, J.....Attorney at Cubatabaco

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 15

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UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO, Plaintiff, - against - CULBRO CORPORATION and GENERAL CIGAR CO., INC. Defendants,	97 Civ. 8399 (RWS)

RESPONSE OF EMPRESA CUBANA DEL TABACO D.B.A CUBATABACO TO DEFENDANTS CULBRO CORPORATION AND GENERAL CIGAR CO., INC.'S SECOND SET OF INTERROGATORIES

Plaintiff EMPRESA CUBANA del Tabaco d.b.a. Cubatabaco hereby submits the following Responses and Objections to defendants' Second Set of Interrogatories:

GENERAL OBJECTIONS AND RESPONSES

Plaintiff incorporates by reference the General Objections and Responses set forth in its Response to Defendants' First Set of Interrogatories and set forth in the General Objections asserted by defendants in their Response To Plaintiff's Second Set Of Interrogatories. In addition:

1. Plaintiff objects to the Interrogatories to the extent that they seek information already disclosed in discovery in this action, whether in the disclosures of plaintiff or of defendant;

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2. Plaintiff objects to the Interrogatories to the extent that they seek the contentions of the plaintiffs as to law or fact, including contentions as to the significance or inferences to be drawn from the information disclosed in this action by the parties;

3. Plaintiff objects to any interrogatory which demands the identification of "all" persons or "all" documents or the description "in detail" of a matter or any similarly unrestricted request as overly broad and burdensome or duplicative and cumulative or unduly vague, and, where applicable, provides responses without necessarily purporting to provide information as to "all" persons or documents or to provide all details.

Without waiver and subject to the foregoing General Objections and Responses, Cubatabaco specifically responds and objects to defendants' Interrogatories as follows:

INTERROGATORY NO. 31

With respect to United States Registration No. 1,147,309 for the mark COHIBA:

a) State the date when the plaintiff first became aware of the registration (or, if appropriate, the application which resulted in the registration)

Response: Sometime shortly after August 20, 1984

b) Describe in detail the manner by which plaintiff became so aware;

Response: Lackenbach Siegel Marzullo Presta & Aronson, ("Lackenbach Siegel"), as attorneys for plaintiff, forwarded the previously disclosed "Search Report" under letter dated August 20, 1994 to Camara de Comercio de la Republica de Cuba, which was acting on behalf of Cubatabaco.

c) Identify all persons with knowledge thereof.

Response: Howard Aronson, of Lackenbach, Siegel; Dra. Maria A. Carillo de Alboroz (previously identified in plaintiff's discovery responses) and Jesus Duran.

d) Identify all documents that pertain thereto.

Response: Plaintiff has previously produced responsive documents, or claimed privilege with respect to responsive documents, in response to defendants' Requests for the Production of Documents, and is not aware of any additional responsive documents. Plaintiff

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will produce, or claim privilege with respect to, such additional responsive documents, if any, that it may hereafter discover. Pursuant to Rules 26(b) and 33(d), Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff objects to and declines otherwise to respond to this subsection.

INTERROGATORY NO. 32

With respect to the United States Registration No. 1,898,273 for the mark COHIBA:

a) State the date when plaintiff first became aware of the registration (or, if appropriate, the application that resulted in the registration)

Response: Rabinowitz, Boudin, Standard, Krinsky and Lieberman, P.C., as attorneys for plaintiff, became aware of the application that resulted in the registration sometime after June 2, 1994 and before or on June 20, 1994.

b) Describe in detail the manner by which plaintiff became so aware;

Response: Rabinowitz, Boudin, Standard, Krinsky and Lieberman, P.C., caused a search of USPTO records to be made.

c) Identify all persons with knowledge thereof, and

Response: Attorneys currently or formerly associated with Rabinowitz, Boudin (Michael Krinsky, Debra Evenson and Caroline Rule); Adargelio Garrido; Lee Trademark Services (Lori Potts)(181 South Riverside Avenue, #132, Croton - on - Hudson, NY 10520).

d) Identify all the documents that pertain thereto.

Response: Plaintiff has previously produced responsive documents, or claimed privilege with respect to responsive documents, in response to defendants' Requests for the Production of Documents, and is not aware of any additional responsive documents except for the following: Invoice from Lee Trademark Services dated June 21, 1994. Plaintiff will produce or claim privilege with respect to, such additional responsive documents, if any, that it may hereafter discover. Pursuant to Rules 26(b) and 33(d), Federal Rules of Civil Procedure

CONFIDENTIAL UNDER
PROTECTIVE ORDER

and Loca Rule 33.3 of the Local Rules, plaintiff objects to and declines otherwise to respond to this subs ction .

INTERF OGATORY NO. 33

With respect to plaintiff's knowledge of defendants' use of the mark COHIBA in the Unite 1 States:

a) State the date when plaintiff first became aware of such use;

Response:

(i) Plaintiff became aware of U.S. Registration No. 1,147,309 on the date i ndicated in response to the previous Interrogatory No. 31. At the time, United States law impc sed contemporaneous use requirements for the registration of trademarks by United States pe sons. Without limitation, plaintiff denies that there in fact was any use of the mark by defendan :s , or commercial or bona fide use, or use in conformity with the requirements of United S ates trademark law, during the period encompassed by defendants' application for the registrati on of the COHIBA mark and a time subsequent to issuance of the registration.

(ii) Sometime between November 27, 1987, and December 4, 1987, La kenbach Siegel, as attorneys for plaintiff, became aware that defendants had filed a Declarati on under Sections 8 and 15 of the Lanham Act dated June 23, 1986 declaring that the COHIB/ mark was still in use by defendants and that it had been in continuous use in interstate commerc e by defendants for five consecutive years from February 17, 1981. Without limitation, plaintiff lenies that, in fact, there was contemporaneous use of the mark by defendants or use for five c onsecutive years from February 17, 1981.

(iii) Sometime in 1993, plaintiff was informed that defendants were usi g the COHIBA trademark for attempted trademark maintenance purposes only and not as a regu ar item for commercial sale.

b) Describe in detail the manner by which plaintiff became so aware

Response:

As to (i), see the response to Interrogatory No. 31.

As to (ii), Lackenbach Siegel, attorneys for plaintiff, conducted or caused to be conducted a search of USPTO files sometime between November 27, 1987, and December 4, 1987.

As to (iii), see the deposition testimony of Ana Lopez Garcia at 60 - 67 and .26; and the June 6, 2000 deposition testimony of Adargelio Garrido at 95 *et. seq.*

c) Identify all persons with knowledge thereof

Response: As to (i) and/or (ii), Jesus Duran, Adargelio Garrido, and Howard Aronson. As to (iii), Sr. Garrido, Ana Lopez Garcia, Francisco Padron and Thomas Heinz (address unknown, telephone number: 416-481-6909)

d) Identify all the documents that pertain thereto.

Response: Plaintiff has previously produced responsive documents, or claimed privilege with respect to responsive documents, in response to defendants' Requests for the Production of Documents, and is not aware of any additional documents. Plaintiff will produce, or claim privilege with respect to, such additional responsive documents, if any, as it may hereafter discovery. Pursuant to Rules 26(b) and 33(d), Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff objects to and declines otherwise to respond to this subsection.

INTERROGATORY NO. 34

With respect to any trademark registration known by plaintiff to be owned by the defendants for the mark COHIBA in any country:

a) Identify each registration by country and registration number;

b) State the date when the plaintiff first became aware of the registration (or, if appropriate, the application which resulted in the registration);

c) Describe in detail the manner by which plaintiff became so aware:

d) Identify all persons with knowledge thereof; and

e) Identify all documents that pertain thereto.

Response:

(i) Ukraine -

The plaintiff denies that defendants own the registration for COHIBA in the Ukraine. Nonetheless, inasmuch as the mark was registered there in the name of defendants, plaintiff, without prejudice to their position that no response is necessary with respect to the Ukraine, states as follows:

(a) Ukraine - Registration No. 7229

(b) On or about December 26, 1996

(c) Plaintiff received a report from Compumark.

(d) Adargelio Garrido; Tatiana Camacho (at the time, an attorney with the legal department of Habanos, S.A., previously identified in discovery); Compumark; Alexander Shliakhovetskij, tel. 380 (572)199 969;fax 380 (572) 282 181.

(e) Report of Compumark; letter of Lex, S.A. to Tatiana Camacho dated January 2, 1997; Letter of February 24, 1997 of Lex, S.A. on behalf of plaintiff to Ukrainian lawyer.

(ii) Georgia -

(a) Plaintiff will provide the registration number in a supplemental response

(b) On or about July 7, 1997.

(c) Lex, S.A. received a communication from its trademark agent in Georgia, and thereafter advised plaintiff.

(d) Adargelio Garrido; Lex, S.A.; Guram M. Tsitsishvili (phone (78832) 935567; telefax. (78832) 896961; telex. 212183 INTER SU);

(e) Communication by agent in Georgia to Lex, S.A. dated July 7, 1997.

(iii) Bolivia -

(a) Registration number: C-57378.

(b) On or about May 5, 1997.

CONFIDENTIAL UNDER
PROTECTIVE ORDER

(c) Received letter from attorneys in Bolivia dated March 3, 1997.

(d) Plaintiff sought to register the COHIBA mark and was advised by its lawyer in Bolivia that General Cigar had registered the trademark.

(e) Adargelio Garrido; Gabriel Patent and Trade Mark Office, Calle Cap., Ra relo No. 2366, P.O. Box 830, La Paz-Bolivia, tel. (591-2) 364567 / 379774, fax. (591-2) 391150 / 365330

(f) 03.03.97: Letter from legal department of Habanos, S.A. to Gabriel Patent; 04.03.97: Letter from Gabriel Patent to legal department of Habanos, S.A.; 04.03.97 Letter from Gabriel Patent to Legal Department of Habanos, S.A.

Plaintiff understands this Interrogatory to seek information only with respect to countries other than the United States.

INTERROGATORY NO. 35

With respect to the plaintiff's knowledge of defendants' use of the mark COHIBA in any country:

a) Identify each country in which plaintiff is aware of such use;

b) State the date when the plaintiff first became aware of each use;

c) Describe in detail the manner by which plaintiff became so aware:

d) Identify all persons with knowledge thereof; and

e) Identify all documents that pertain thereto.

Response: Plaintiff has no knowledge of the defendants' use of the mark COHIBA in any country outside of the United States. Plaintiff understands this Interrogatory to seek information only with respect to countries other than the United States.

INTERROGATORY NO. 36

State whether any representative of plaintiff informed any representative of defendants that plaintiff objected, or otherwise did not consent, to the registration by defendants' of the mark COHIBA in the United States prior to the commencement of United States Cancellation Proceeding No. 25,859. If so, for each occasion:

a) State the date on which each separate communication was made;

b) Describe in detail the nature and content of each relevant communication and the manner in which it was given;

c) Identify the relevant representatives of plaintiff and the relevant representatives of defendants involved in each communication;

d) Identify all persons with knowledge thereof; and

e) Identify all documents that pertain thereto.

Response: Pursuant to Rule 26(b) and (c), and Rule 33(d) of the Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff objects to and declines to respond to this Interrogatory on the ground that defendants served a Notice of Deposition dated December 4, 1997 pursuant to Rule 30(b)(6) requiring plaintiff to designate and to produce a witness to testify upon oral deposition with respect to "any communications, meetings or conversations, at any time, between (a) representatives of Cubatabaco and/or Habanos, S.A. and(b) representatives of General Cigar, at all regarding or relating to the COHIBA trademark or products sold thereunder;" that plaintiff designated Adargelio Garrido pursuant thereto; and that Sr. Garrido testified in response to the aforesaid Rule 30(b)(6) Notice in New York City, New York on February 14, 2001. Pursuant to the aforesaid provisions of the Federal Rules and the Local Rules, plaintiff also objects and declines to respond to this Interrogatory on the ground that, in addition to the foregoing Rule 30(b)(6) deposition, defendants already have taken the depositions of numerous persons who were produced by plaintiff for deposition or appeared for deposition at plaintiff's request and have examined all or many of such persons with respect to the same subject and had the opportunity of doing so.

Plaintiff further states that it has previously produced responsive documents, or claimed privilege for same, in response to defendants' Requests for the Production of Documents, and is not aware of any additional responsive materials. Plaintiff will produce or claim privilege with respect to such additional responsive documents, if any, as it may hereafter discover. Pursuant to Rules 26(b) and 33(d), Federal Rules of Civil Procedure and Local Rule

33.3 of the Local Rules, plaintiff objects to and declines otherwise to respond to subsection (e).

INTERROGATORY NO. 37

State whether any representative of plaintiff ever informed any representative of defendants that plaintiff objected, or otherwise did not consent, to the use by defendants of the mark COHIBA in the United States prior to the commencement of this lawsuit. If so, for each occasion:

a) State the date on which each separate communication was made;

b) Describe in detail the nature and content of each relevant communication and the manner in which it was given;

c) Identify the relevant representatives of plaintiff and the relevant representatives of defendants involved in each communication;

d) Identify all persons with knowledge thereof; and

e) Identify all documents that pertain thereto.

Response: Plaintiff makes the same objections and response to this Interrogatory as is set forth *ante* with regard to Interrogatory No. 36. Without prejudice to the foregoing objection and without limitation, plaintiff states that its cancellation petition in the TTAB constituted such objection.

INTERROGATORY NO. 38

To the extent not answered in responses to preceding interrogatories, describe in detail each and every instance prior to the commencement of this lawsuit in which a representative of plaintiff informed a representative of defendants that plaintiff objected or otherwise did not consent to: a) the registration by defendants of the COHIBA mark in any country in the world; and; b) the use by defendants of the COHIBA mark in any country in the world. This response should include:

(i) The dates on which each communication was made;

(ii) Describe in detail the nature of each communication and the manner in which it was given;

CONFIDENTIAL UNDER
PROTECTIVE ORDER

(iii) Identify the relevant representatives of plaintiff and the relevant representatives of defendants involved in each communication;

(iv) Identify all other persons with knowledge thereof; and

(v) Identify all documents that pertain thereto.

Response:

Plaintiff makes the same objections to this Interrogatory as is set forth *ante* with regard to Interrogatory No. 36. Without prejudice to the foregoing, plaintiff further responds as follows:

Ukraine -

(i) March 28, 1997

(ii) Filing and service of the cancellation petition, or the equivalent, before the trademark authorities in the Ukraine.

(iii) Alexander Shliakhovetskij, for plaintiff; the person acting on behalf of defendants is disclosed in the record of the Ukranian proceedings, which is within defendants' possession.

(iv) Alexander Shliakhovetskij; Sr Garrido;

(v) The aforementioned cancellation petition or equivalent and documents previously produced by plaintiff, or with respect to which plaintiff has claimed privilege In addition, defendants have produced responsive documents to plaintiffs. Pursuant to Rules 26(b) and 33(d), Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff objects to and declines otherwise to respond to subsection (v).

Bolivia -

On May 5, 1997, the legal department of Habanos, S.A. wrote to Gabriel Patent as its attorney with respect to General Cigar's registration of Bolivia in New York. Gabriel Patent subsequently disclosed to plaintiff that it represented General Cigar.

INTERROGATORY NO. 39

Describe in detail the reason[s] why plaintiff did not inform defendants of plaintiff's objections to defendants' registration of the mark COHIBA in the United States prior

to the date indicated in the response to Interrogatory No. 36, and identify all persons with knowledge thereof and all documents pertaining thereto.

Response: Pursuant to Rule 26(b) and (c), and Rule 33(d) of the Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff objects and declines to respond to this Interrogatory on the ground that defendants served a Notice of Deposition dated December 4, 1997 pursuant to Rule 30(b)(6) requiring plaintiff to designate and to produce a witness to testify upon oral deposition with respect to "any actual, potential or contemplated action by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons against any party due to said party's application for registration, registration or use of the COHIBA trademark in the United States"; that plaintiff designated Adargelio Garrido pursuant thereto; and that Sr. Garrido testified in response to the aforesaid Rule 30(b)(6) Notice in New York City, New York on February 14, 2001 and June 6 and 7, 2000. Pursuant to the aforesaid provisions of the Federal Rules and the Local Rules, plaintiff also objects and declines to respond to this Interrogatory on the ground that, in addition to the foregoing Rule 30(b)(6) deposition, defendants already have taken the depositions of numerous persons produced by plaintiff and who have appeared for deposition at plaintiff's request and have examined all or many of such persons with respect to the same subject and had the opportunity of doing so.

Plaintiff further states that it has searched for and previously produced any responsive documents, or claimed privilege with respect to same, in response to defendants' Requests for the Production of Documents. Plaintiff is not aware of any additional materials, but will produce or claim privilege with respect to such additional responsive documents, if any, as it may hereafter discover. Pursuant to Rules 26(b) and 33(d), Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff objects to and declines otherwise to respond to subsection (vi).

Without prejudice to the foregoing, plaintiff identifies the following persons with knowledge: Jesus Duran, Adargelio Garrido, Howard Aronson, and Rabinowitz, Boudin, Standard, Krinsky and Lieberman, P.C. (Michael Krinsky, Debra Evenson, and Caroline Rule).

CONFIDENTIAL UNDER
PROTECTIVE ORDER

INTERROGATORY NO. 40

Describe in detail the reason[s] why plaintiff did not inform defendants of plaintiff's objections to defendants' use of the mark COHIBA in the United States prior to the date indicated in the response to Interrogatory No. 37, and identify all persons with knowledge thereof and all documents pertaining thereto.

Response: Plaintiff makes the same objections and responses to this Interrogatory as are set forth with respect to Interrogatory 39. Without prejudice to the foregoing, plaintiff identifies the following persons with knowledge: Jesus Duran, Adargelio Garrido, Howard Aronson, and Rabinowitz, Boudin, Standard, Krinsky and Lieberman, P.C. (Michael Krinsky, Debra Evenson, and Caroline Rule).

INTERROGATORY NO. 41

Describe in detail the reason[s] why plaintiff did not inform defendants of plaintiff's objections to defendants' registration of the mark COHIBA in each country outside the United States, prior to the date indicated in response to Interrogatory No. 38, and identify all persons with knowledge thereof and all documents pertaining thereto.

Response: Plaintiff makes the same objection as is set forth in its response to Interrogatory No. 39. Without prejudice to the foregoing objection, plaintiff further states as follows:

As to the Ukraine: time needed for preparation of cancellation proceeding. As to persons with knowledge, see response to Interrogatory No. 38.

As to Georgia: Not applicable.

As to Bolivia: Plaintiff communicated its objection contemporaneously with its receiving information. See response to Interrogatory No. 38.

INTERROGATORY NO. 42

Describe in detail the reason[s] why plaintiff did not inform defendants of plaintiff's objections to defendants' use of the mark COHIBA in each country outside of the United States prior to the date indicated in response to Interrogatory No. 38 and identify all

persons with knowledge thereof and all documents pertaining thereto.

Response: Not applicable. See response to Interrogatory No. 35.

INTERROGATORY NO. 43

Describe in detail any investigation, inquiry and/or research conducted by or on behalf of the plaintiff with respect to defendants' possible use, lack of use, abandonment, and/or registration of the mark COHIBA in the United States including the following:

a) State the dates on which each investigation was conducted;

b) Describe in detail the nature of each investigation;

c) Describe in detail the purpose and reason for each investigation;

d) Describe in detail the results of each investigation;

e) Identify all persons involved in each investigation; and

f) Identify all documents that pertain thereto.

Response:

Plaintiff objects to this Interrogatory as calling for information protected by the attorney-client, attorney work product or trial preparation privileges.

Pursuant to Rule 26(b) and (c), and Rule 33(d) of the Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff also objects and declines to respond further to this Interrogatory on the ground that defendants served a Notice of Deposition dated December 4, 1997 pursuant to Rule 30(b)(6) requiring plaintiff to designate and to produce a witness to testify upon oral deposition with respect to "any actual, potential or contemplated action by Cubatabaco and/or Habanos, S.A. and/or any related companies or persons against any party due to said party's application for registration, registration or use of the COHIBA trademark in the United States" ; that plaintiff designated Adargelio Garrido pursuant thereto; and that Sr. Garrido testified in response to the aforesaid Rule 30(b)(6) Notice in New York City, New York on June 6 and 7, 2000. Pursuant to the aforesaid provisions of the Federal Rules and the Local Rules, plaintiff also objects and declines to respond to this Interrogatory on the ground that, in addition to the foregoing Rule 30(b)(6) deposition, defendants already have taken the

CONFIDENTIAL UNDER
PROTECTIVE ORDER

depositions of Adargelio Garrido and Howard Aronson and had the opportunity to and did examine those persons with respect to the subject matter of this Interrogatory.

Without prejudice to the foregoing objections, plaintiff further responds as follows:

(i) Although not conducted with respect to defendants, plaintiff notes that in approximately August, 1984, Lackenbach Siegel, as attorneys for plaintiff, conducted or caused to be conducted the trademark search of the records of the USPTO as described in response to Interrogatory No. 31, for the purpose of determining the availability of COHIBA for registration by plaintiff.

(ii) In approximately November or December, 1987, Lackenbach Siegel, as attorneys for plaintiff, conducted a search of the USPTO records to determine whether defendants had filed a declaration pursuant to Section 8 and Section 15 of the Lanham Act in order to advise their client as to the availability of legal remedies with respect to defendants' registration and/or use of the COHIBA trademark. Lackenbach Siegel determined that such a declaration had been filed and so advised plaintiff. Howard Aronson was involved in said investigation.

(iii) In June and July, 1994, and in June 1996 and at times thereafter, Rabinowitz, Boudin, Standard, Krinsky and Lieberman, P.C., as attorneys for plaintiff, engaged in activities within the scope of this Interrogatory, in order to advise their client as to the availability of any legal remedies with respect to defendants' registration and/or use of the COHIBA trademark, and to prepare legal proceedings. Attorneys and paralegals now or formerly associated with such activity, including Michael Krinsky, Debra Evenson, Caroline Rule and Jessica Heyman, were involved in said activities.

Plaintiff further states that it has previously produced responsive documents, or claimed privilege for same, with respect to (i) - (iii), in response to defendants' Requests for the Production of Documents. Plaintiff is not aware of any additional materials with respect to matters (i) and (ii) but will produce or claim privilege with respect to such additional responsive

As to prior issues, plaintiff responds in the negative, except that, during a period in the 1970's, Rabinowitz, Boudin received copies of the OG and reviewed same for Cubatabaco in connection with a matter concerning pre-Revolution trademarks that had been the subject of litigation in the United States. Michael Krinsky, Esq. (and possibly one or more other attorneys at Rabinowitz, Boudin) undertook this task. Plaintiff objects to providing further responsive information on the grounds that such information is irrelevant, and is protected by the attorney-client and attorney work product privilege. Plaintiff's counsel has identified communications in 1976 (August 4, 1976; June 18, 1976; and June 29, 1976) from Michael Krinsky to Dr. Elena Gomez Lorenzo, then Director Juridica, Cubatabaco, reflecting this activity. In addition to said persons, Dr. Carlos A. Montalvan Mora, formerly an attorney with Cubatabaco, may have had knowledge concerning this activity; it is believed that he is deceased.

INTERROGATORY NO. 45

State whether plaintiff has ever conducted a trademark search for the mark COHIBA in the United States. If so:

a) State the date or dates on which each search was conducted;

b) Describe in detail the nature of each search;

c) Describe in detail the purpose and reason for conducting each search or searches;

d) Identify all persons with knowledge thereof; and

e) Identify all documents that pertain thereto.

Response:

Plaintiff objects to this Interrogatory insofar as it seeks information with respect to the time period after July, 1996 on the ground that any information for that time period is irrelevant and privileged under the attorney - client, attorney work product and trial preparation and that the Interrogatory is unduly burdensome and oppressive.

Without prejudice to the foregoing, plaintiff further states as follows:

(i) In approximately August 1984 as set forth in response to Interrogatory No.

CONFIDENTIAL UNDER
PROTECTIVE ORDER

31.

(ii) A search of USPTO files was conducted in 1987 as set forth in response to Interroga ory No. 43.

(iii) Sometime between June 2 and June 20, 1994, one or more searches of USPTO r :cords was conducted by and/or on behalf of Rabinowitz, Boudin, as attorneys for plaintiff, n order to advise their client as to the availability of legal remedies with respect to defendan s' registration or use of the COHIBA trademark.

(iv) In 1996, searches of the USPTO files was conducted by and/or on behalf of Rabinow tz, Boudin, as attorneys for plaintiff, in order to advise their client as to the availability of legal r medies with respect to defendants' registration or use of the COHIBA trademark. Searches were conducted on or about the following approximate dates: June 25, 1996; July 31, 1996; Au just 21, 1996 and possibly other dates thereafter.

(v) On or about June 7, 1994, Rabinowitz, Boudin requested the USPTO file wrapper f or Application Serial No. 74/448,618, whose existence was disclosed by a search of USPTO f les for marks registered or applied for by Leni Alonzo.

Persons with knowledge of (iii) ,(iv) and (v) are attorneys now or formerly associate with Rabinowitz, Boudin (Michael Krinsky, Debra Evenson and Caroline Rule), Adargelic Garrido and Lex Trademark Services (Lori Potts).

Plaintiff has previously produced, or asserted claims of privilege, with respect to document s responsive to this Interrogatory in response to Defendants' Requests for the Productio n of Documents. Pursuant to Rules 26(b) and 33(d). Federal Rules of Civil Procedure, and Local Rule 33.3 of the Local Rules, plaintiff objects to and declines otherwise to respond to (e).

INTERR)GATORY NO. 46

State whether plaintiff, or anyone acting on plaintiff's behalf, has ever attended one or mc :e court sessions in any legal proceeding in which the defendants have brought action against an y third party for infringement of the COHIBA mark. If so:

CONFIDENTIAL UNDER
PROTECTIVE ORDER

a) Identify the person or persons acting on behalf of plaintiff;

b) Identify the legal action;

c) State the dates on which each identified individual attended the legal proceeding;

d) Identify the presiding judge, the courthouse and address;

e) Describe in detail the purpose and reason for attending;

f) Identify all persons with knowledge thereof; and

g) Identify all documents that refer or relate thereto.

Plaintiff objects to this Interrogatory on the grounds that it seeks information which is privileged under the attorney-client, attorney work product and trial preparation privilege.

Response: Pursuant to Rule 26(b) and (c), and Rule 33(d) of the Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff also objects to this Interrogatory on the ground that defendants served a Notice of Deposition dated December 15, 2000 pursuant to Rule 30(b)(6) requiring plaintiff to designate and to produce a witness to testify upon oral deposition with respect to "knowledge and monitoring by Cubatabaco and Habanos, S.A. of the enforcement actions taken by defendants to protect the COHIBA mark in the United States including actions to enjoin use of the COHIBA mark by: (a) G.D.M.., Inc., d/b/a Global Direct Marketing, Raymond Parker, and Glen Miller; and (b) Cohiba De Dominicana, Inc., Kevin Moda, and Alireza A. Kashani;" that plaintiff designated and produced Adargelio Garrido pursuant to that Notice; and that he was deposed on February 14, 2001 pursuant to said Notice and designation.

Without prejudice to the foregoing, plaintiff states that an attorney with Paul, Hastings, Janowski, & Walker, LLP, at the time attorneys for plaintiff, attended one or more days or portions thereof of the preliminary injunction hearing and argument before Judge Sweet in defendant's action against GDM. Sanford Rosen of Paul, Hastings; and Michael Krinsky, of Rabinowitz, Boudin have knowledge of said matter, as does the attorney(s) of Paul, Hastings

who attended. Plaintiff objects to responding further to this Interrogatory on the ground of attorney-client, attorney work product, and trial preparation privileges.

INTERROGATORY NO. 47

Describe in detail the corporate, legal, and/or the financial relationship between Cubatabaco and Habanos S.A. including but not limited to: a) the extent to which the two organizations share corporate ownership and control; b) the extent to which the two companies share any officers, directors and/or employees; c) the extent to which the two companies share the same office space, equipment, property, databases, access to information, back-office operations, supplies and/or services; d) any arrangements and/or agreements between the companies regarding the sale and distribution of cigars; e) any arrangements and/or agreements between the companies regarding ownership, use and/or enforcement of trademarks; f) any arrangements and/or agreements between the companies regarding allocation of markets or functions and g) any arrangements and/or agreements between the companies regarding the payment and the legal employment of workers, and identify all documents that pertain thereto and identify the individuals with knowledge of this relationship.

Response: Pursuant to Rule 26(b) and (c), and Rule 33(d) of the Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff objects to and declines to respond to respond to this Interrogatory on the ground that defendants served a Notice of Deposition dated pursuant to Rule 30(b)(6) requiring plaintiff to designate and to produce a witness to testify upon oral deposition with respect to the same subject matter; that plaintiff designated Adargelio Garrido pursuant thereto; and that Sr. Garrido testified in response to the aforesaid Rule 30(b)(6) Notice in New York City, New York on February 14, 2001.

INTERROGATORY NO. 48

Describe in detail the corporate, legal, and/or the financial relationship between Cubatabaco and/or Habanos S.A. and the owners and operators of the website located at *www.cubamall.com* and identify all documents that pertain thereto and identify all individuals with knowledge of this relationship.

Response: Pursuant to Rule 26(b) and (c), and Rule 33(d) of the Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff objects to and declines to respond to this Interrogatory on the ground that defendants served a Notice of Deposition dated pursuant to Rule 30(b)(6) requiring plaintiff to designate and to produce a witness to testify upon oral deposition with respect to the same subject matter; that plaintiff designated Adargelio Garrido pursuant thereto; and that Sr. Garrido testified in response to the aforesaid Rule 30(b)(6) Notice in New York City, New York on February 14, 2001.

INTERROGATORY NO. 49

Describe in detail the corporate, legal, and/or the financial relationship between Cubatabaco and/or Habanos S.A. and La Casa Del Habano and Havana House and identify all documents that pertain thereto and identify the individuals with knowledge of this relationship.

Response: Pursuant to Rule 26(b) and (c), and Rule 33(d) of the Federal Rules of Civil Procedure and Local Rule 33.3 of the Local Rules, plaintiff objects to and declines to respond to this Interrogatory on the ground that defendants served a Notice of Deposition dated pursuant to Rule 30(b)(6) requiring plaintiff to designate and to produce a witness to testify upon oral deposition with respect to the same subject matter; that plaintiff designated Adargelio Garrido pursuant thereto; and that Sr. Garrido testified in response to the aforesaid Rule 30(b)(6) Notice in New York City, New York on February 14, 2001.

INTERROGATORY NO. 50

State whether plaintiff and/or anyone acting on its behalf has ever prepared any marketing advertising and/or promotional materials in connection with the mark COHIBA that have been used or were designed to be used in the United States. If so:

a) If applicable, state the date of each instance or occasion when the plaintiffs distributed or intend to distribute marketing, advertising and/or promotional materials in the United States, in connection with the COHIBA mark.

b) Describe in detail the nature of the material and the purpose for which it was prepared;

c) If applicable, describe in detail the magazines, articles, publications and/or the medium in which said materials appeared;

d) Identify all persons with knowledge thereof; and

e) Identify all documents that pertain thereto.

Response:

No. Without qualification of the foregoing, plaintiff states that it understands that Havana House and Hunters & Frankau, distributors of COHIBA cigars, placed or considered the placement advertisements in *Cigar Aficionado*, a magazine with international as well as United States distribution, in 1992 and/or 1993. Plaintiff has produced any responsive documents it may have concerning this matter. Ana Lopez Garcia, Havana House and Hunters & Frankau have knowledge concerning this matter.

INTERROGATORY NO. 51

State whether plaintiff contends that there has been any actual consumer confusion resulting from defendants' use of the mark COHIBA. If so:

a) State the date on which such confusion occurred;

b) Describe in detail the nature of this confusion;

c) Describe in detail the manner by which plaintiff became aware of this confusion

d) Identify all persons with knowledge thereof; and

e) Identify all documents that pertain thereto.

Response: Under Local Rule [illegible], this Interrogatory is premature, and plaintiff objects to and declines to respond to same, as it seeks plaintiff's contentions. Without prejudice to the foregoing, plaintiff further states that it has not yet identified any responsive information other than for such information as may appear in the discovery materials in this action.

INTERROGATORY NO. 52

Identify the individuals with knowledge concerning Cubatabaco's and/or Habanos' business plans with respect to the COHIBA mark in the United States including all

persons who have consulted regarding the same.

Response: Plaintiff has no responsive "business plans". Without qualification of the foregoing, plaintiff further states that it intends to sell COHIBA cigars in the United States when permitted by United States law. Juan Diaz Tenorio, Adargelio Garrido, Manuel Garcia Morejon and Ana Lopez Garcia have knowledge concerning this matter. To the extent of plaintiff's knowledge, Habanos, S.A. has no responsive business plans. There are no responsive documents in plaintiff's possession other than for such documents as it has produced hitherto.

INTERROGATORY NO. 53

Identify each person known by the plaintiffs to have supplied information or participated in responding to these interrogatories, and identify each interrogatory that the individual applied information or participated in the response.

Response: As to all interrogatories: Adargelio Garrido, Alejandra Gonzalez de la Vega (attorney with Habanos, S.A.) and attorneys with Rabinowitz, Boudin, Standard, Krinsky and Lieberman, P.C. As to Interrogatory No. 44: Ada Acosta Martinez (LEX, S.A.). As to Interrogatories Nos. 43 and 45: Lori Potts (Lee Trademark Service). As to Interrogatory No. 50: Ana Lopez Garcia. As to Interrogatory No. 52: Juan Diaz Tenorio.

Dated: March 14, 2001
New York, New York

ADARGELIO GARRIDO DE LA GRANA, on behalf of CUBATABACO as to the answers.

As to the objections and assertions of privilege:

RABINOWITZ, BOUDIN, STANDARD,
KRINSKY & LIEBERMAN, P.C.

BY: _____

Michael Krinsky (MK 4503)
David B. Goldstein (DG 8291)
740 Broadway, Fifth Floor
New York, New York 10003
(212) 254-1111
Attorneys for Plaintiff Cubatabaco

CONFIDENTIAL UNDER
PROTECTIVE ORDER

To: J met Dore, Esq.
N lorgan & Finnegan. LLP
3 15 Park Avenue
N ew York, New York 10154
A torney for Defendants Culbro Corporation
a id General Cigar Co., Inc

CONFIDENTIAL UNDER
PROTECTIVE ORDER

VERIFICATION

I, ADARGELIO GARRIDO DE LA GRANA declares under penalty of perjury under the laws of the United States of America that the following is true and correct:

1 I am counsel for Cubatabaco in Havana, Cuba. I have been authorized by the plaintiff to respond to defendants' Second Set of Interrogatories on its behalf.

2 I have read the foregoing Plaintiff's Response to Defendants' Second Set of Interrogatories and know the contents thereof to be true to the best of my knowledge, information and belief.

Executed this 14th day of March, 2001 in Havana, Cuba.

ADARGELIO GARRIDO DE LA GRANA

To: Janet Dore, Esq.
Morgan & Finnegan, LLP
345 Park Avenue
New York, New York 10154
Attorney for Defendants Culbro Corporation and General Cigar Co., Inc

G:\COHIBA Discovery\Defl 2d Rogs - MK Resp.wpd

CONFIDENTIAL UNDER
PROTECTIVE ORDER

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 16

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO, Plaintiff, - against - CULBRO CORPORATION, GENERAL CIGAR CO. INC. and ALFRED DUNHILL (NORTH AMERICA) LTD., Defendants.	**COMPLAINT** 97 Civ. 8399 ( )

Plaintiff Empresa Cubana del Tabaco d.b.a. Cubatabaco (hereinafter "Cubatabaco") alleges as follows:

Nature of the Action

1. This is an action to recover for defendants' wilful acts of trademark infringement, trade dress infringement, false designation of source or origin, unfair competition, misappropriation and trademark dilution of Cubatabaco's internationally famous trademark COHIBA for coveted premium Cuban cigars and for cancellation of defendants' trademark registrations.

Jurisdiction and Venue

2. This Court has subject matter jurisdiction under 28 U.S.C. §§ 1331 and 1338(a) for claims arising under the Paris Convention for Protection of Industrial Property, the Inter-American Convention for Trade Mark and Commercial Protection, and the Agreement on Trade-Related Aspects of Intellectual Property Rights; under 28 U.S.C. §§ 1331, 1338(a) and 15 U.S.C. § 1121(a) for claims arising out of alleged violations of Sections 38, 43(a) and (c), and 44 (b) and (h) of the Lanham Act, 15 U.S.C. §§ 1120, 1125(a) and (c) and 1126 (b) and (h); under

28 U.S.C. §§ 1338(b) and 1367 for claims arising out of alleged violations of the state law of unfair competition, misappropriation, dilution and injury to reputation.

3. This Court has personal jurisdiction over defendants.

4. Venue is proper in this district under 28 U.S.C. § 1391.

The Parties

5. Plaintiff Cubatabaco is an enterprise with legal personality organized under the laws of Cuba with its principal place of business at Calle O'Reilly No. 104, Havana, Cuba. Directly, and through its licensee, Habanos, S.A., Cubatabaco exports Cuban tobacco products from Cuba throughout the world excluding, because of the current trade embargo, the United States.

6. On information and belief, defendant Culbro is a New York corporation with its principal place of business in the County of New York. Culbro is in the business of manufacturing, marketing and distributing tobacco and tobacco-related products, including cigars.

7. On information and belief, defendant General Cigar is a Delaware corporation with its principal place of business in Bloomfield, Connecticut. General Cigar is in the business of manufacturing, marketing, advertising and distributing, at wholesale, tobacco and tobacco-related products, including cigars to retailers throughout the United States, including New York.

8. On information and belief, defendant Dunhill is a Delaware corporation with its principal place of business in the County of New York. Dunhill is in the business of selling at retail tobacco and tobacco-related products, including cigars.

Plaintiff's Rights in Issue

9. Cubatabaco has owned a Cuban registration for the mark COHIBA for cigars since 1972. In addition, Cubatabaco owns registrations for the COHIBA mark for cigars in 115 countries throughout the world, including Canada, Mexico, the United Kingdom, Ireland,

France, Spain, Italy and Germany. As reported long and widely in the international press, the COHIBA brand cigar originated when Cuba's President Fidel Castro commissioned Cubatabaco to create a new cigar of the highest quality, initially for his own personal use and for him to give as personal gifts to visiting dignitaries and others.

10. Cuba historically has had, and continues to have, the highest reputation for premium cigars in the world, including in the United States, and its cigars have been uniquely prized and coveted by cigar-consumers all over the world, including those in the United States.

11. The mark COHIBA has been used by Cubatabaco as a trademark since at least as early as 1969 to denote the premium cigar produced in Cuba. Since the early 1970's, COHIBA cigars have been available for purchase in stores in Cuba. In 1982, Cubatabaco began exporting these prized cigars throughout the world. Authentic COHIBA brand cigars have been particularly prized and coveted by cigar aficionados all over the world for decades and have been lauded for their outstanding quality in the United States and internationally.

12. Cubatabaco never sold its famous COHIBA cigars in the United States because the United States Treasury Department's Cuban Assets Control Regulations prohibit the importation into the United States of any merchandise of Cuban origin. However, since March 1977, visitors to Cuba from the United States have been able to lawfully import these coveted cigars for their own use or for gifts, pursuant to 31 C.F.R. § 515.560(c)(3), and have done so. Cubatabaco intends to use the mark COHIBA in connection with its sale of COHIBA cigars in the United States, just as it presently does throughout the world, as soon as it is permitted to do so by United States law.

13. Prior to any use or purported use of the COHIBA mark by defendants, COHIBA cigars had come to be known throughout the world, including in the United States, as the highest quality Cuban cigar available. In virtually every United States publication devoted to cigars, and in over 500 articles in publications of general circulation, the reference to COHIBA

cigars is and has been a reference to the coveted Cuban cigar that has been manufactured, marketed and distributed throughout the world by Cubatabaco. Thus, when a consumer sees or hears the word "COHIBA," he or she associates it with plaintiff's famous COHIBA cigar and it denotes a particular brand of Cuban cigar that is unparalleled in quality.

14. The fame and prestige of the authentic COHIBA cigar has been greatly augmented by the craze for premium cigars that has taken this country by storm in the past few years. Sales of premium cigars in the United States have increased dramatically; publications devoted solely to premium cigars have gained substantial consumer attention; and numerous cigar bars and boutiques have opened. The cigar business, which was once a declining business in the United States, recently has become a large and profitable business, far more lucrative than ever before. As a result, the public's awareness of and desire for the coveted and legendary COHIBA cigar has also increased dramatically. Defendants intend and hope to capitalize on this trend by trading on the good will of Cubatabaco and marketing a cigar with the identical mark to the most prized cigar in the world, all with the intent of deceiving members of the public into the mistaken belief that they are getting an authentic COHIBA brand cigar.

15. Plaintiff's COHIBA mark is presented in unique and distinctive trade dress, including a stylized typeface. Such trade dress is inherently distinctive and, by virtue of plaintiff's long, continuous and exclusive use thereof throughout the world, and its reproduction and display in United States and international publications, has long ago acquired secondary meaning.

The Conduct of Defendants at Issue

16. The conduct of defendants in this case is a blatant and calculated scheme to get a free ride on the fame and goodwill of authentic COHIBA brand cigars. From 1978 through the present, defendants have engaged in bad faith conduct in order to capitalize on the prestige and desirability of the authentic COHIBA brand, culminating in defendants' September 25, 1997 launch, amidst the current cigar craze, of an imitation COHIBA cigar, replete with massive

advertising, designed to deceive the consuming public into believing that defendants' cigars are the same as plaintiff's authentic COHIBA cigars, or are sponsored, endorsed or approved by plaintiff, or share a common origin, source, history or heritage with plaintiff's authentic COHIBA cigar, or are the same in quality and character as plaintiff's authentic COHIBA cigar.

Culbro

17. Culbro, along with its controlled subsidiary General Cigar, has long been a major manufacturer and distributor of cigars in the United States under a number of brand names.

18. The bad faith scheme began on March 13, 1978, when Culbro filed an application with the United States Patent and Trademark Office (the "Trademark Office") to register the mark COHIBA for use in connection with cigars, alleging a first use of the mark in interstate commerce of February 13, 1978. That application matured into U.S. Registration, No. 1,147,309, issued on February 17, 1981.

19. On information and belief, Culbro applied to register the COHIBA mark in the United States only after, and solely because, it had learned of plaintiff's COHIBA cigar, its use by Cuban President Fidel Castro for his personal enjoyment and as gifts to world-renowned dignitaries, and the cigar's growing international reputation as Cuba's finest cigar, and only after, and because, Culbro had determined plaintiff's COHIBA cigar to be of the highest quality. Upon information and belief, when Culbro applied to register the COHIBA mark in the United States, it did so with knowledge of the mark's prior use, registration and employment in Cuba. At the time Culbro sought to register the COHIBA mark in the United States, plaintiff's COHIBA mark for cigars was recognized, well-known and famous throughout the world, including within the United States, and, upon information and belief, Culbro knew such to be the case.

20. Thus, on information and belief, Culbro's sworn statement in its trademark application that it believed itself to be entitled to exclusive use of the COHIBA mark in the United

States was materially false and made with an intent to deceive the Trademark Office, which relied thereon in granting Culbro a federal registration for the COHIBA mark.

21. On information and belief, Culbro applied to register the COHIBA mark in the United States in bad faith, with the intent of trading on the then existing, growing and anticipated international fame and good will associated with plaintiff's COHIBA brand of cigars. In addition, and upon information and belief, Culbro applied to register the mark COHIBA in bad faith, with the intent of blocking plaintiff from exporting COHIBA cigars to the United States when permitted by United States law or forcing plaintiff into accepting Culbro as the United States distributor of COHIBA cigars in order to do so.

22. On information and belief, Culbro had not made nor did it intend to make any *bona fide* commercial use of the COHIBA mark in commerce at the time it filed its trademark application, and did not, nor intend to, do so thereafter until its September 25, 1997 launch of its new cigar under the COHIBA mark. In any event, even if Culbro used the mark in commerce at any time, on information and belief, it had abandoned the mark by the early 1980's.

23. On July 16, 1986, Culbro filed with the Trademark Office a combined declaration under Section 8 and 15 of the Lanham Act, asserting that its COHIBA mark had been in continuous use in commerce since its registration.

24. On information and belief, when Culbro submitted the aforementioned combined declaration stating that its COHIBA mark had been in continuous use in commerce since the date of registration, it did so knowing that said declaration was false and the mark had not been in continuous use in commerce by it.

25. On information and belief, Culbro purported to assign the COHIBA mark to General Cigar, its subsidiary, on January 13, 1987, despite the fact that Culbro had earlier abandoned the mark.

26. On information and belief, the purported assignment to General Cigar by Culbro was a transfer in gross and, therefore, was itself an abandonment of the mark.

General Cigar

27. On December 30, 1992, General Cigar filed with the Trademark Office an intent-to-use application, under Section 1(b) of the Lanham Act, to register the mark COHIBA for use in connection with cigars. That application matured into U.S. Registration, No. 1,898,273, issued on June 6, 1995.

28. The block letter form of the mark for which the aforesaid application was made, and which is now used by defendant General Cigar as its trade dress, is virtually identical in appearance to the unique and distinctive typeface long used to denote plaintiff's famous COHIBA cigars.

29. On information and belief, when General Cigar applied to register the mark COHIBA for use in connection with cigars, it did so with full knowledge of Cubatabaco's prior use, registration and employment of the mark and of the distinctive typeface in Cuba and throughout the world; and with knowledge of, and the intent to trade on, the fame and good will associated with plaintiff's COHIBA brand of cigars and of the distinctive typeface employed by plaintiff.

30. On information and belief, on September 25, 1997, General Cigar, with unparalleled fanfare and promotional expenditures, began marketing cigars in the United States under the COHIBA brand. The massive marketing and advertising campaign that has been undertaken by defendants is designed to trade on the fame and goodwill of authentic Cuban COHIBA cigars and to deceive the public into believing that defendants' imitation COHIBA cigars are the same as plaintiff's authentic COHIBA cigars, or are sponsored, endorsed, approved by or associated with plaintiff, or share a common origin, source, history or heritage with

plaintiff's authentic COHIBA cigars; or are of the same quality and character as plaintiff's authentic COHIBA cigars.

31. General Cigar's knock-off COHIBA cigars are not made from the prized Cuban tobacco cultivated in the unique combination of soil and environment from which authentic COHIBA cigars are exclusively made, nor are they made from Cuban tobacco at all. Nevertheless, defendants advertise their imitation COHIBA cigars as containing or being made from "Cuban seeds". That representation is both literally false, in that defendants could have not been in possession of any live or viable Cuban seed product, and deceptively false, in that it suggests to consumers that defendants' imitation COHIBA cigars have the ingredients that give the real product its distinctive characteristics — such as taste and aroma — when, in fact, they do not.

32. On information and belief, General Cigar's imitation COHIBA cigars are made from tobacco grown in the Dominican Republic and Indonesia and are wrapped in a leaf from Cameroon. As such, the imitation COHIBA cigars are materially different from authentic COHIBA cigars in taste and aroma.

33. In the promotion of its new cigar, General Cigar has falsely emphasized, expressly and implicitly, that its imitation COHIBA cigar and plaintiff's COHIBA cigar have a common Cuban history and heritage.

34. On information and belief, prior to the aforesaid September 25, 1997 launch of its new cigar under the COHIBA mark, General Cigar had not made any *bona fide* commercial use of the COHIBA mark in interstate commerce.

35. On information and belief General Cigar's 1992 application to register COHIBA was materially false in its representation of an intention to commence use in interstate commerce of the mark within the required statutory period, and its further representation of actual use in interstate commerce. Such representations were knowingly made with an intent to deceive

the Trademark office, which relied thereon in granting General Cigar a federal registration for the COHIBA mark.

Dunhill

36. On information and belief, Dunhill has, for the past thirty years, been in the business of selling, *inter alia*, tobacco products and smoking accessories, including cigars, through its own retail stores and catalogs, as well as through high-end department stores and boutiques throughout the United States.

37. On September 25, 1997, General Cigar launched its imitation COHIBA cigar in New York by offering it for sale exclusively at the Dunhill retail stores, including its flagship store at 450 Park Avenue, New York, New York. To celebrate the launch of General Cigar's imitation COHIBA cigar, Dunhill's large picture windows on Park Avenue were devoted exclusively to the new product.

38. Defendants' use of the mark COHIBA in connection with its marketing, promotion and distribution of cigars is in bad faith, with willful intent to deceive, and is likely to cause confusion with Cubatabaco's famous trademark COHIBA for the much sought-after and highly valued authentic COHIBA cigar. Said use is also likely to continue to cause confusion and otherwise mislead and deceive consumers as to the source, origin, sponsorship, affiliation, history, heritage, or characteristics of defendants' products, cause the blurring and dilution of the famous COHIBA trademark and distinctive trade dress and cause injury to the reputation of Cubatabaco. Consumers who purchase or smoke defendants' imitation COHIBA cigars are likely to be deceived into thinking that they are purchasing or smoking plaintiff's authentic premium COHIBA cigar that is coveted and lauded by cigar smokers around the world.

39. The aforesaid actions of the defendants have, and, unless enjoined, will continue to, damage the reputation of plaintiff's COHIBA cigars, impair the future sale of plaintiff's COHIBA cigars in the United States, impair the current and future sale of plaintiff's

COHIBA cigars to United States visitors to Cuba for their importation into the United States and for their consumption in Cuba, and impair the current and future sale of plaintiff's COHIBA cigars to third-country nationals.

40. On January 15, 1997, plaintiff filed an application, Serial No. 75/226,002, to register its trademark COHIBA in the United States in International Class 34 on the basis of its Cuban registration of the mark pursuant to Section 44 of the Lanham Act. This application has been refused on the basis of defendants' prior registrations of COHIBA.

41. All of the foregoing allegations are incorporated into each of the following claims for relief.

FIRST CLAIM FOR RELIEF
Section 6*bis* of the Paris Convention for Protection of Industrial Property; 15 U.S.C. § 1126(b) and (h)

42. At all relevant times, the United States and Cuba have been parties to the Paris Convention for the Protection of Industrial Property, 21 U.S.T. 1629.

43. Defendants have violated Section 6*bis* of the Paris Convention's prohibition against use of a well-known mark.

44. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such violations of law for which there is no adequate remedy at law.

45. Plaintiff is entitled to relief against said violation under the Paris Convention and under 15 U.S.C. § 1126(b) and (h).

SECOND CLAIM FOR RELIEF
Section 10*bis* of the Paris Convention for Protection of Industrial Property; 15 U.S.C. § 1126(b) and (h)

46. Defendants have violated Section 10*bis* of the Paris Convention's prohibition against unfair competition.

47. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such violations of law for which there is no adequate remedy at law.

48. Plaintiff is entitled to relief against said violation under the Paris Convention and under 15 U.S.C. § 1126(b) and (h).

THIRD CLAIM FOR RELIEF
Articles 7 and 8 of the Inter-American Convention for Trade Mark and Commercial Protection; 15 U.S.C. § 1126(b) and (h)

49. At all relevant times, the United States and Cuba have been parties to the Inter-American Convention for Trade Mark and Commercial Protection, 46 Stat. 2907, and, as such, the Inter-American Convention is the law of the United States.

50. Defendants have violated Articles 7 and 8 of the Inter-American Convention by using and registering an identical mark (COHIBA) for the same class of goods (cigars) with knowledge of the prior existence of Cubatabaco's mark and of Cubatabaco's continuous use and employment of the same mark on the same goods.

51. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such violations of law for which there is no adequate remedy at law.

52. Plaintiff is entitled to relief against said violation under the Inter-American Convention and under 15 U.S.C. § 1126(b) and (h).

FOURTH CLAIM FOR RELIEF
Articles 20 and 21 of the Inter-American Convention for Trade Mark and Commercial Protection

53. Defendants have violated Articles 20 and 21 of the Inter-American Convention's prohibition against unfair competition.

54. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such violations of law for which there is no adequate remedy at law.

55. Plaintiff is entitled to relief against said violation under the Inter-American Convention and under 15 U.S.C. § 1126(b) and (h).

FIFTH CLAIM FOR RELIEF
Article 22 of TRIPs; 15 U.S.C. § 1126(b) and (h)

56. At all relevant times, the United States and Cuba have been parties to the Agreement on Trade-Related Aspects of Intellectual Property Rights ("TRIPs"), 108 Stat. 4809.

57. The defendants have violated Article 22 of TRIPs by representing that their COHIBA cigar is the product of "Cuban seed," thereby violating the prohibition against the presentation of goods that indicates or suggests that the goods in question originates in a geographical area other than the true place of origin, in a manner which misleads the public as to the geographical origin of the good.

58. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such violations of law for which there is no adequate remedy at law.

59. Plaintiff is entitled to relief against said violation under TRIPs and under 15 U.S.C. § 1126(b) and (h).

SIXTH CLAIM FOR RELIEF
Article 10 of the Paris Convention; 15 U.S.C. § 1125(b) and (h)

60. The defendants have violated Article 10 of the Paris Convention by representing that their COHIBA cigar is the product of "Cuban seed," thereby violating the prohibition against the presentation of a good that indicates or suggests that the goods in question originates in a geographical area other than the true place of origin, in a manner which misleads the public as to the geographical origin of the good.

61. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such violations of law for which there is no adequate remedy at law.

62. Plaintiff is entitled to relief against said violation under the Paris Convention and under 15 U.S.C. § 1126(b) and (h).

SEVENTH CLAIM FOR RELIEF
Violation of 15 U.S.C. § 1125(a)
Trademark and Trade Dress Infringement

63. The foregoing acts of defendants constitute wilful trademark and trade dress infringement of plaintiff's valuable COHIBA trademark and trade dress in violation of Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a).

64. Defendants' conduct in its use of plaintiff's COHIBA mark and defendants' claim of a common Cuban history and heritage for their products wilfully and falsely suggests that defendants' products are approved, sponsored or endorsed by plaintiff or that they share a common Cuban history, heritage or characteristics with plaintiff's genuine products sold under its COHIBA mark and trade dress.

65. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such false and deceptive advertising and false and misleading descriptions and/or representations of fact for which there is no adequate remedy at law.

EIGHTH CLAIM FOR RELIEF
Violation of 15 U.S.C. § 1125(a)
False Representation of Source of Origin

66. Defendants' statements that their cigars contain or are made from Cuban seed are literally false.

67. Defendants' conduct is in wilful violation of Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a).

68. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such false and deceptive advertising and false and misleading descriptions and/or representations of fact for which there is no adequate remedy at law.

NINTH CLAIM FOR RELIEF
Violation of 15 U.S.C. § 1125(a)
Deceptive Advertising

69. Defendants' statements that their cigars contain or are made from Cuban seed are deceptive in that they suggest to consumers that because their cigars allegedly contain Cuban seeds, their cigars possess the distinctive characteristics, including taste and aroma, of plaintiff's Cuban cigars when, in fact, they do not.

70. The aforementioned conduct is in wilful violation of Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a).

71. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such deceptive advertising for which there is no adequate remedy at law.

TENTH CLAIM FOR RELIEF
Unfair Competition Under State Law

72. Defendants have violated principles of the state and common law of unfair competition by wilfully passing off their goods as those of Cubatabaco, by competing unfairly, and by employing deceptive trade practices.

73. The foregoing acts of defendants constitute unfair competition under the laws of the State of New York and of each and every state in which defendants have engaged in the conduct alleged.

74. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such unfair competition for which there is no adequate remedy at law.

ELEVENTH CLAIM FOR RELIEF
Violation of 15 U.S.C. § 1120
Claim for Cancellation of Trademark

75. Pursuant to 15 U.S.C. § 1120, plaintiff requests an Order directing the United States Patent and Trademark Office to cancel defendants' registrations Nos. 1,147,309 and 1,898,273.

TWELFTH CLAIM FOR RELIEF
Dilution

76. Defendants' actions are likely to cause the blurring and dilution of the distinctive quality of Cubatabaco's COHIBA trademark as well as injury to Cubatabaco's business reputation.

77. The foregoing acts of defendants constitute wilful violations of N.Y. Gen. Bus. Law § 360*l*, and the comparable statutes and common law of each and every state in which defendants have engaged in this misconduct, and of the Lanham Act, 15 U.S.C. § 1125(c).

THIRTEENTH CLAIM FOR RELIEF
Common Law Misappropriation

78. Plaintiff has devoted considerable sums of money and effort to developing and promoting the COHIBA brand for cigars.

79. Defendants have wilfully misappropriated plaintiff's fruits and labors by using plaintiff's famous trademark as their own or so as to unfairly draw attention to defendants and their products.

80. The foregoing acts of defendants constitute misappropriation under the common law of the State of New York and of each state in which defendants have engaged in the offending conduct.

81. Cubatabaco has suffered and will continue to suffer irreparable harm as a result of such violations of law for which there is no adequate remedy at law.

WHEREFORE, plaintiff Cubatabaco prays:

1. for a preliminary and permanent injunction, restraining and enjoining defendants, their officers, agents, servants, employees, and attorneys, and those in active concert or participation with them who receive actual notice of the Order from:

a. using on or in connection with any product or service or the manufacture, exportation, sale, offering for sale, distribution, advertising, promotion, labeling or

packaging of any product or service, or from using for any commercial purpose whatsoever (i) plaintiff's COHIBA trademark; (ii) plaintiff's current trade dress; (iii) any other trademark or trade dress which colorably imitates or is confusingly similar to plaintiff's trademark or trade dress for plaintiff's COHIBA brand cigars; (iv) the term "Cuban Seed" in connection with their products; and (v) any other false description or representation or any other thing calculated or likely to cause confusion or mistake in the mind of the public or to deceive the public into the belief that defendants' products are the same as plaintiff's products;

b. from representing by any means whatsoever, directly or indirectly, that any products sold by defendants are sponsored, approved or endorsed by plaintiff or are in any way affiliated with plaintiff's products or that plaintiff's and defendants' products derive from a common source, history or heritage ;

c. from representing by any means whatsoever, directly or indirectly, that any products sold by defendants possess the same quality or characteristics as plaintiff's products;

2. that defendants be required to account for and remit to Cubatabaco all gains, profits and advantages derived by them from their acts of false designation of origin, false representation of fact, false and misleading description, unfair competition, trademark infringement, trade dress infringement, misappropriation and dilution, to the full extent provided by 15 U.S.C. § 1117, the Paris Convention, the Inter-American Convention and by the common law of unfair competition and that those amounts be trebled in view of the wilfulness of defendants' actions, pursuant to 15 U.S.C. § 1117;

3. that because of the wilfulness and outrageous nature of these violations, defendants be required to pay reasonable attorneys' fees incurred by Cubatabaco in this action;

4. that defendants be ordered to recall any and all of their products bearing plaintiff's COHIBA trademark complained of herein and to notify all consumers who have purchased their product of the terms of the Order and offer to make a full refund;

5. that defendants be ordered to deliver up to plaintiff for destruction or other disposition, within thirty (30) days of entry of any injunction herein, any and all merchandise, packaging, package inserts, labels, signs, prints, wrappers, receptacles, advertising, plates and other mechanical means of reproduction or other materials now or hereafter in their possession, custody or control, which bear the infringing trademark and/or trade dress and any reproduction, copy or colorable imitation thereof;

6. for an order, pursuant to 15 U.S.C. § 1064, cancelling U.S. Registrations Nos. 1,147,309 and 1,898,273;

7. for other such further relief as the Court may deem just and proper.

Dated: New York, New York
November 12, 1997

Respectfully Submitted,

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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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

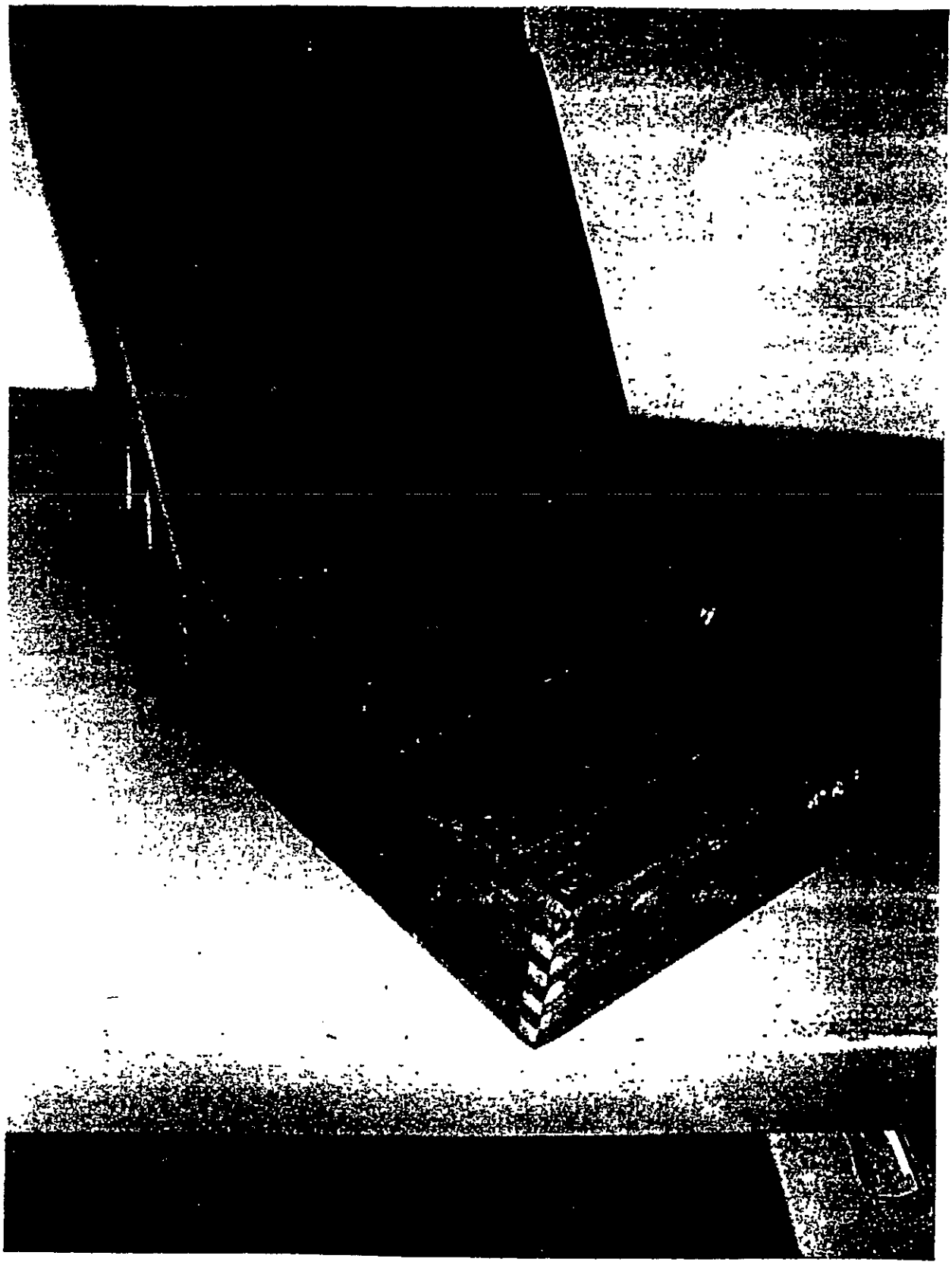
Norman Summary Judgment Ex. 17

This Box of Cohiba is produced by General Cigar for trade mark registration in the U.S.A. only.
This is not to be sold as a regular item. That is why you only see the name Cohiba.
The Cigar is ???

TOM

DEFENDANT'S EXHIBIT
6
5/23/00 AH

P3135



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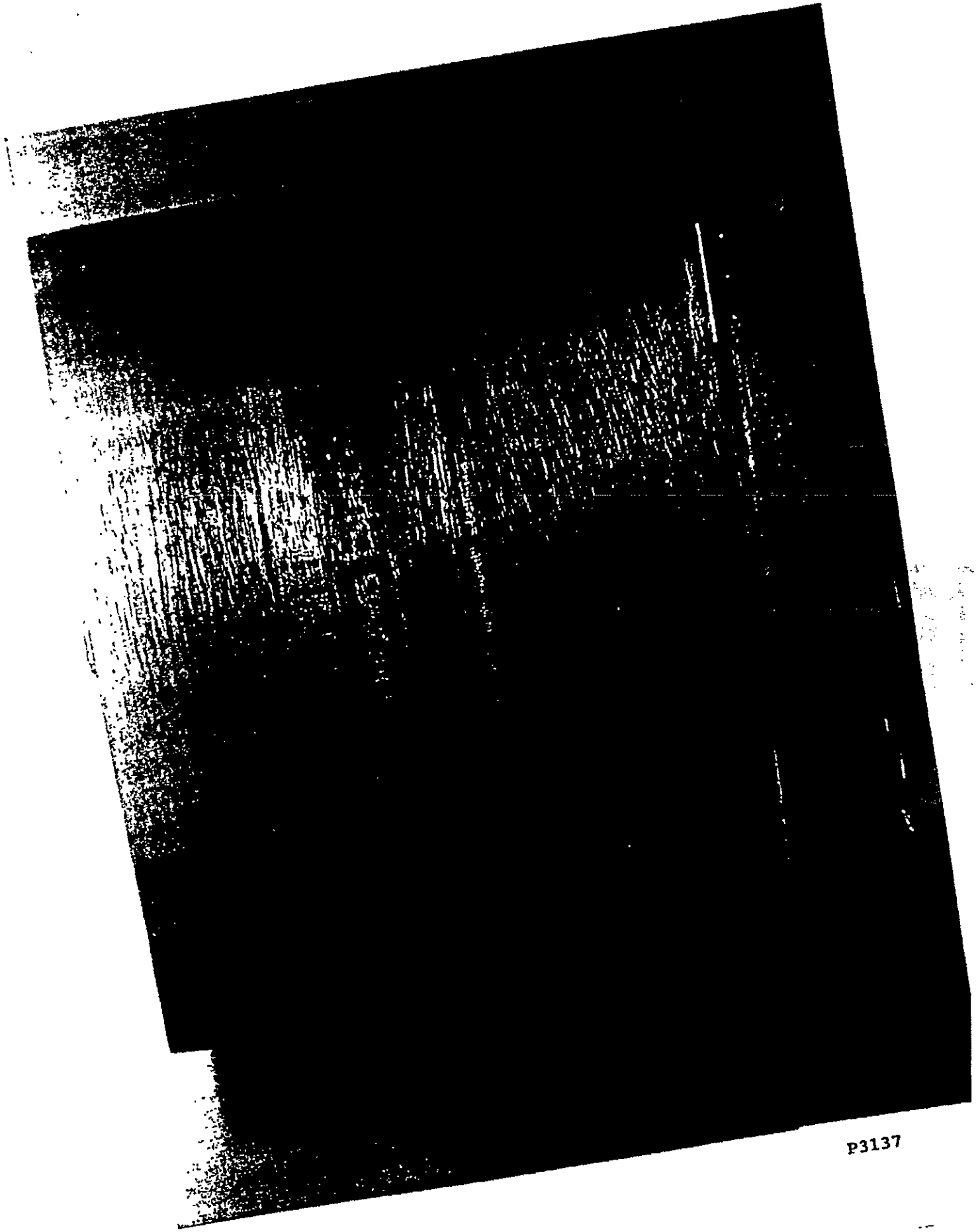

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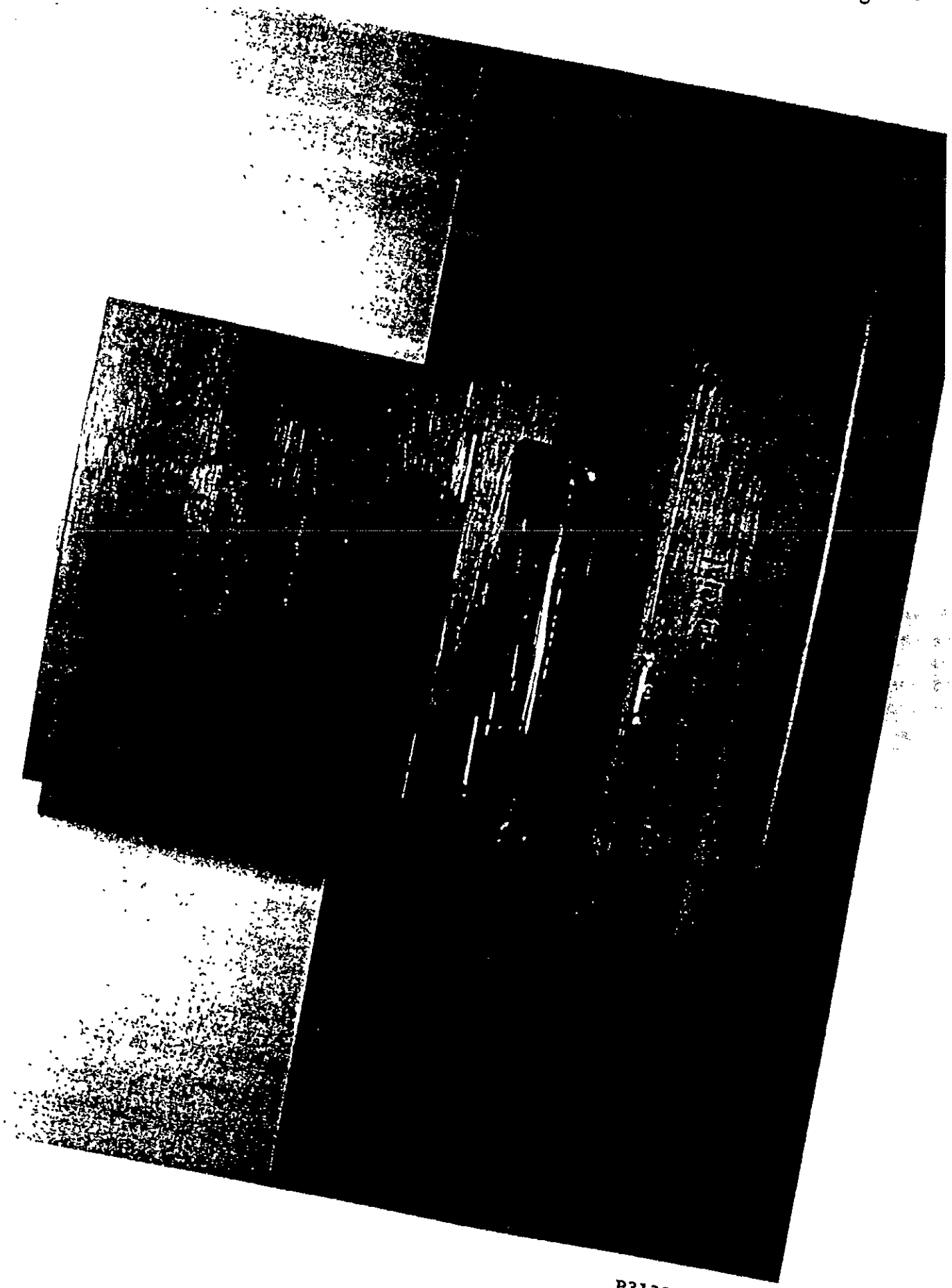

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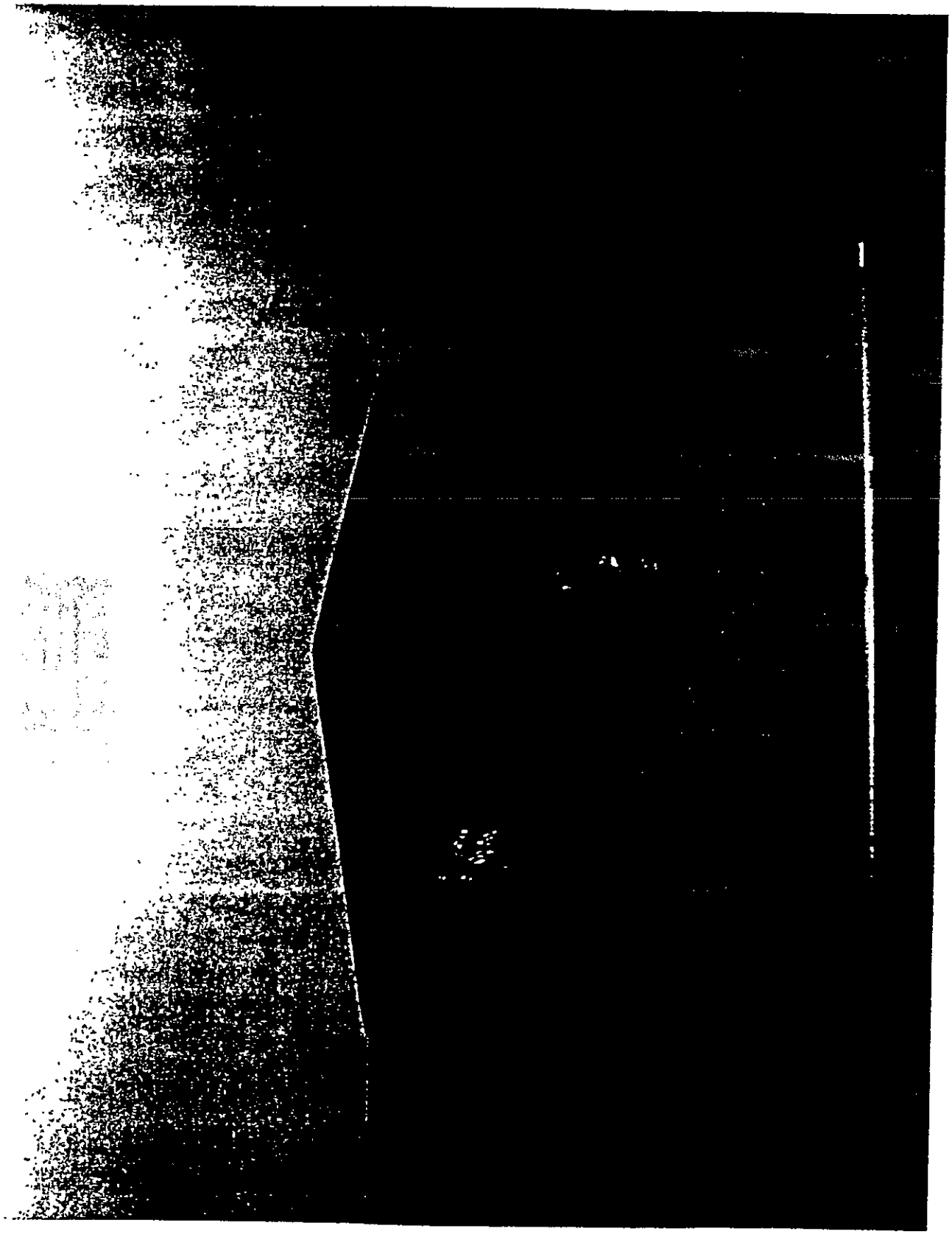

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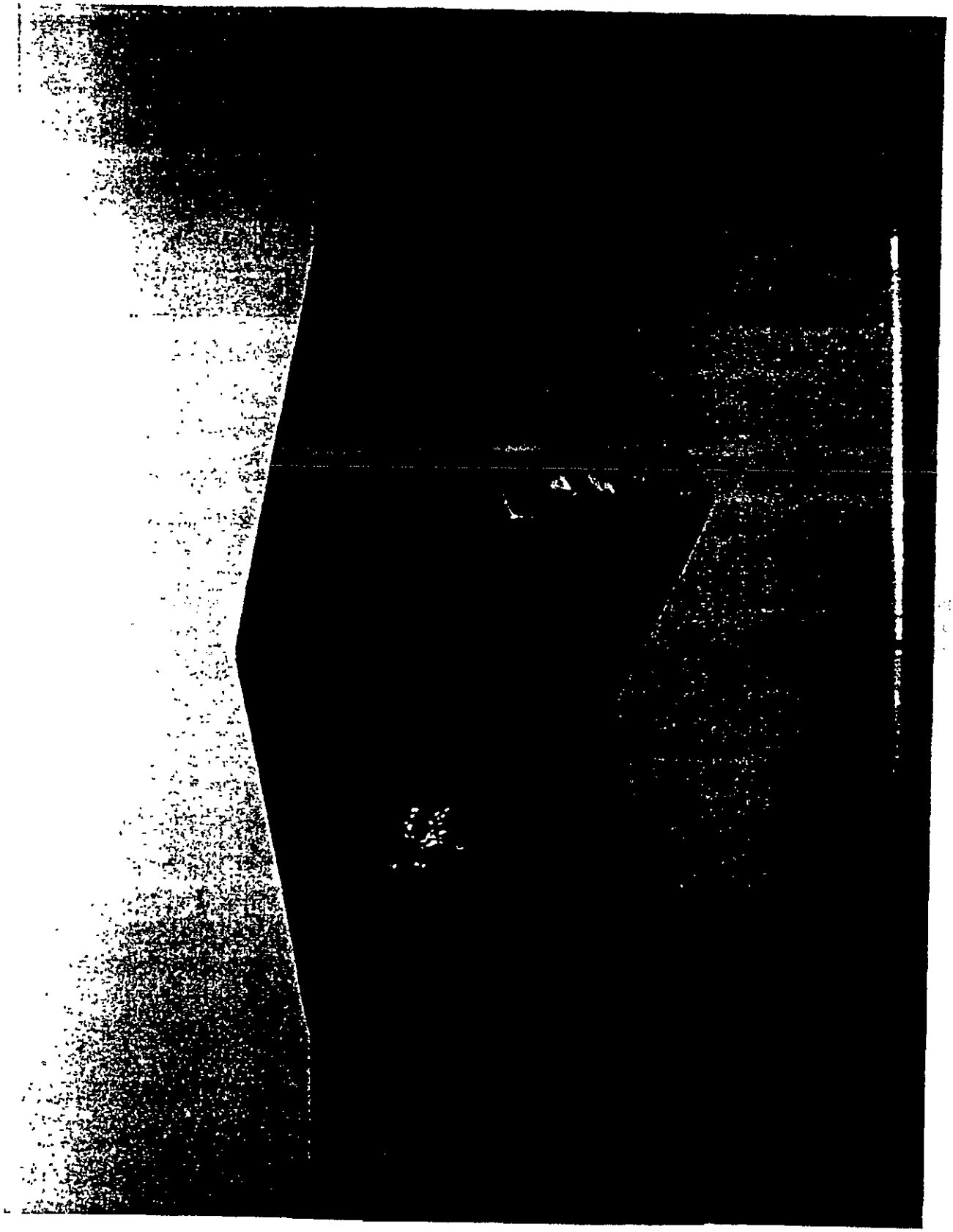

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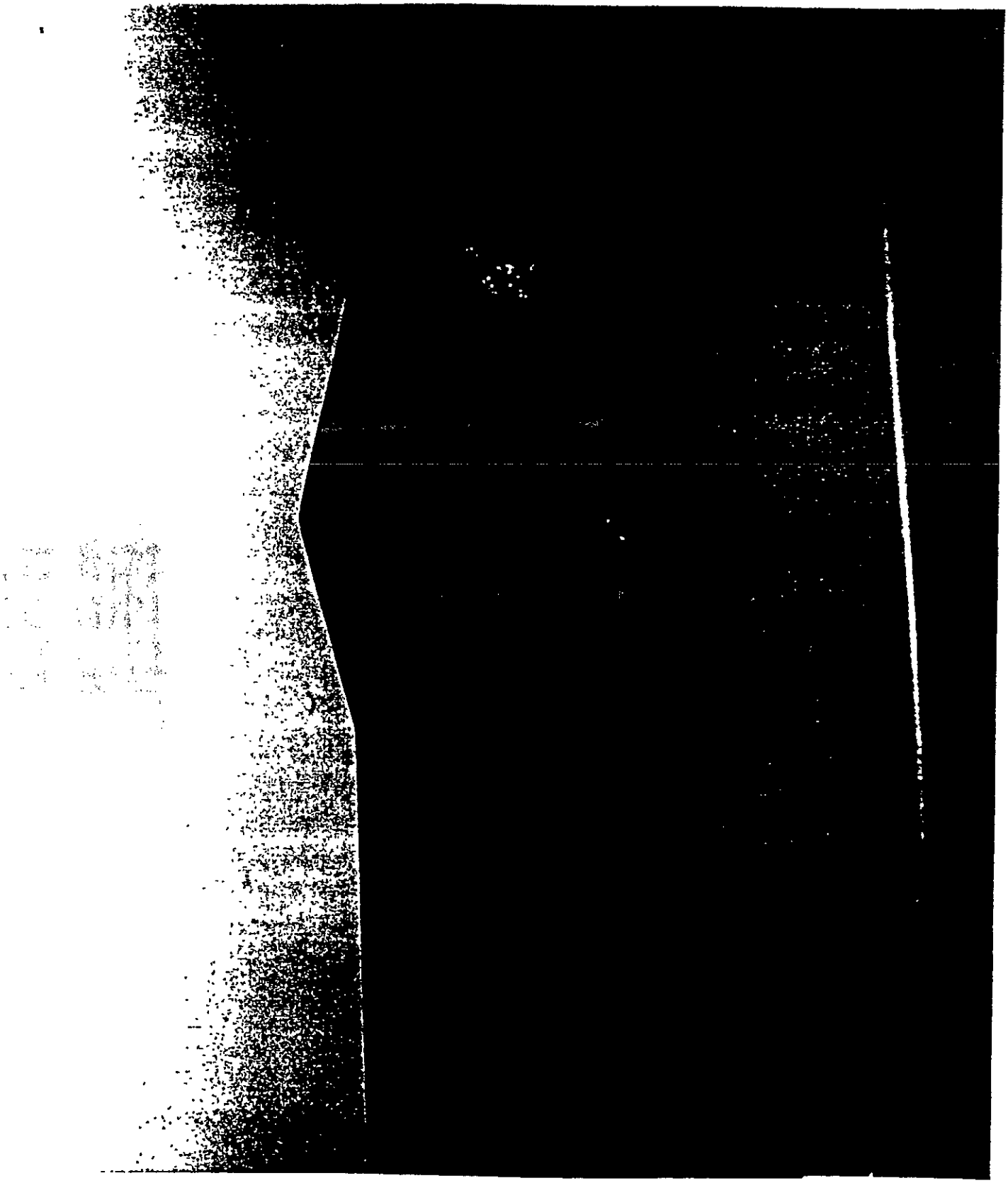

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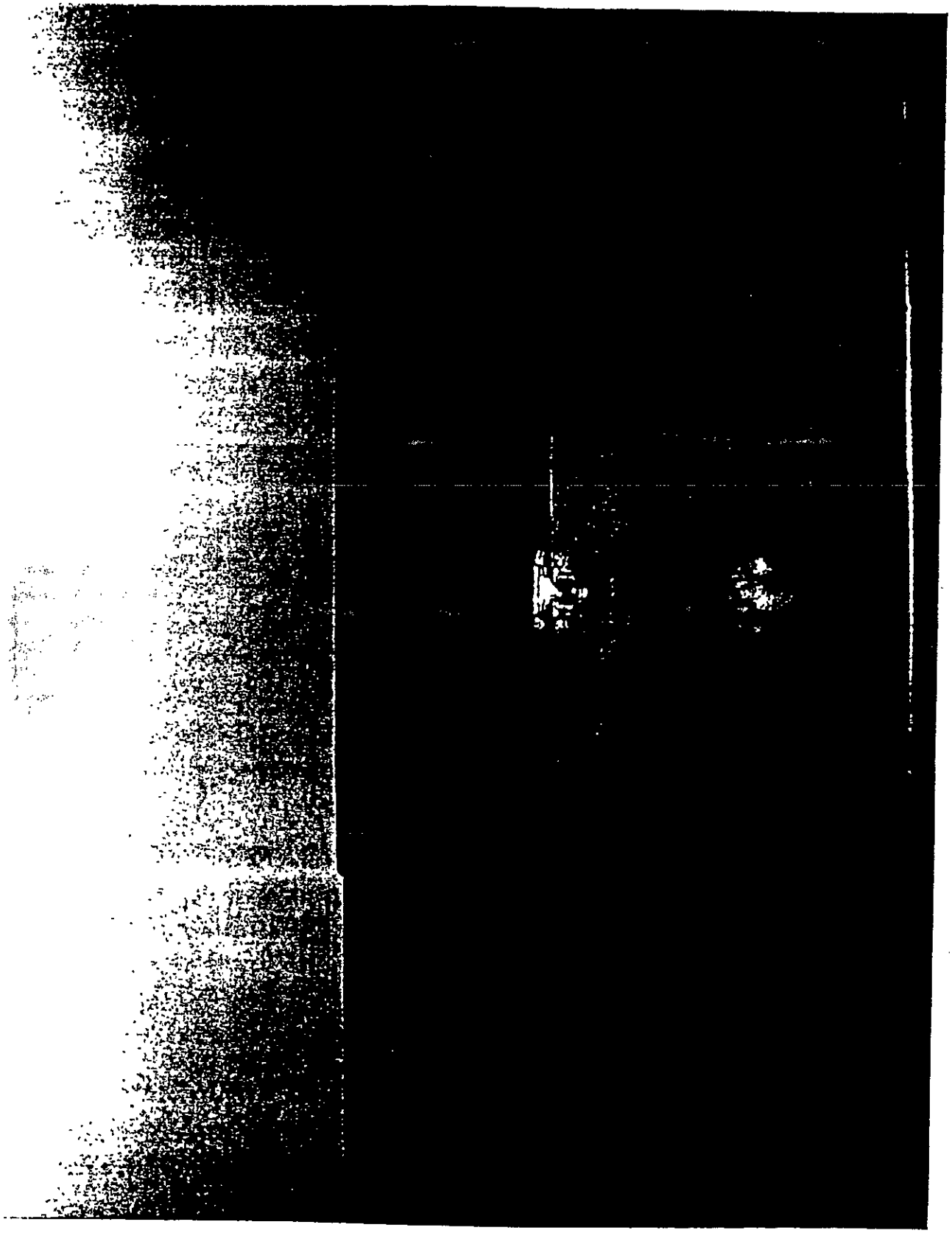

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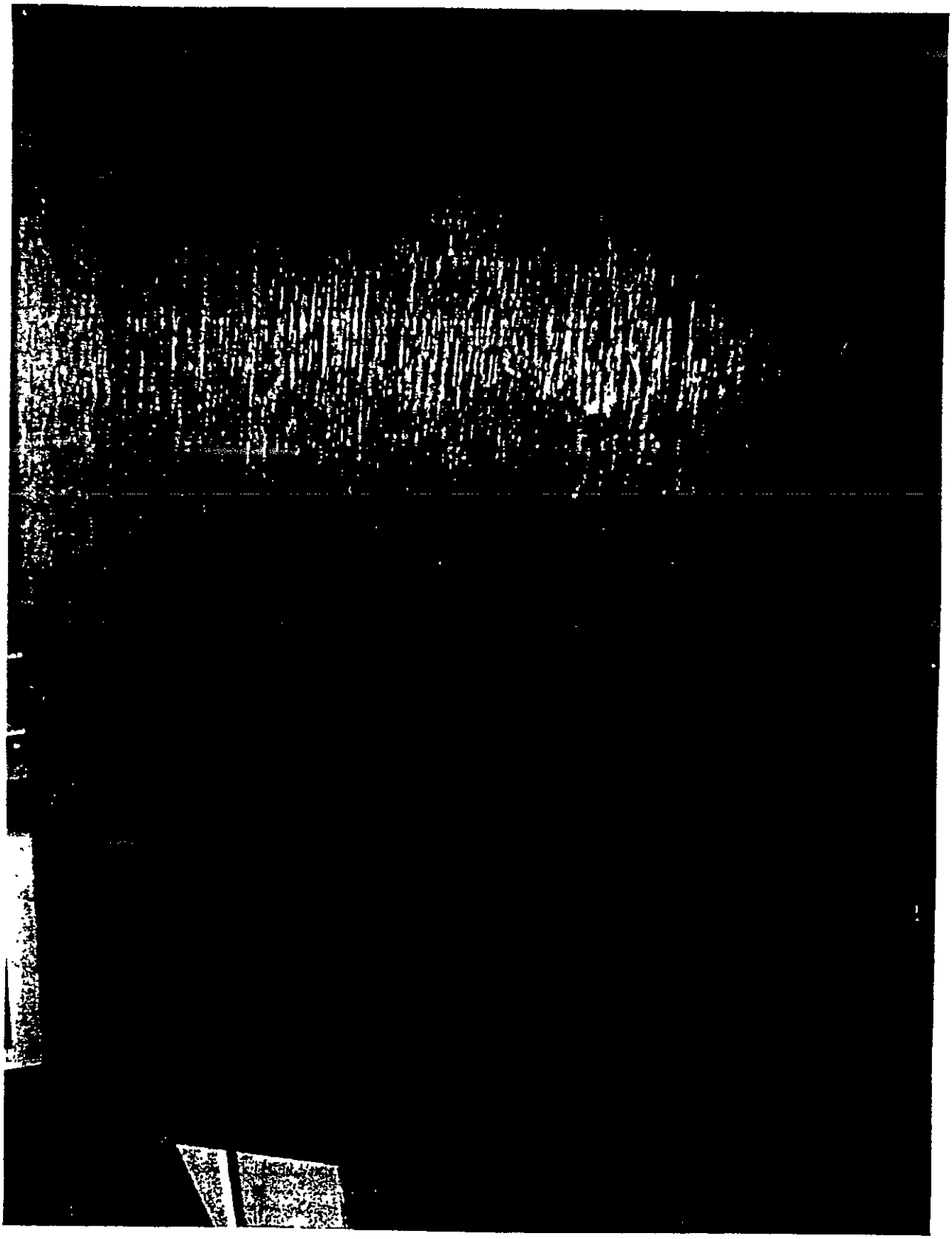

P3143

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 18

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UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO, Plaintiff, - against - CULBRO CORPORATION, and GENERAL CIGAR CO., INC. Defendants,	97 Civ. 8399 (RWS)

MEMORANDUM OF LAW IN SUPPORT OF PLAINTIFF CUBATABACO'S MOTION TO STRIKE DEFENDANTS' JURY DEMAND

PRELIMINARY STATEMENT

Plaintiff, Empresa Cubana del Tabaco ("Cubatabaco"), respectfully submits this memorandum of law in support of its motion to strike the jury demand of defendants Culbro Corporation and General Cigar Co. Inc. (collectively, "General Cigar"), served on April 11, 2000.

Cubatabaco's complaint seeks relief which is wholly equitable in nature: an injunction against defendants' continued use of the COHIBA trademark, and a disgorgement of defendants' unjust enrichment profits obtained by defendants' exploitation of the fame and reputation of

Cubatabaco's Cuban COHIBA cigars to sell General Cigar's Dominican cigars in the United States. [1] Cubatabaco – which is barred by the United States embargo from selling its Cuban cigars in the United States – does not, and could not, seek damages. Accordingly, as the authority makes clear, Cubatabaco's complaint provides no basis for defendants' jury demand. Similarly, General Cigar's counterclaim does not provide any basis for a jury demand: defendants merely seek a declaratory judgment that General Cigar, not plaintiffs, has the right to use the COHIBA trademark in the United States and hence add nothing new to the issues raised by the complaint. In any event, the Foreign Sovereign Immunities Act, 28 U.S.C. §§ 1602-1611 and 28 U.S.C. § 1330(a), precludes a jury trial on the counterclaim against Cubatabaco, a foreign state corporation, under any circumstances.

STATEMENT OF THE CASE

Plaintiff Cubatabaco – a Cuban state enterprise – is the owner of the COHIBA trademark registration for cigars in Cuba and the rest of the world except for the United States. It obtained the Cuban registration in 1972 and, beginning in the early 1970s, subsequently registered the COHIBA mark in over 115 countries. Directly and through its licensee, Habanos, S.A., Cubatabaco exports Cuban COHIBA cigars throughout the world, except – because of the United States trade embargo – to the United States. Cubatabaco, through its licensee, also sells COHIBA cigars to the numerous foreign visitors to Cuba, including United States nationals. (Complaint ¶¶ 5-12.)

Cuba historically, and currently, has had, and continues to have, the highest reputation for premium cigars in the world. Widely reported to have its origins in President Fidel Castro's choice

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[1] By stipulation and order, the issue of plaintiff's entitlement to defendants' unjust enrichment profits has been bifurcated from, and will be tried after, the issues of liability. Under current law, any recovery by Cubatabaco of General Cigar's profits will necessarily be "blocked" – that is, placed in a frozen account in the United States subject to the control of the Department of Treasury pursuant to the Cuban Assets Control Regulations, 31 C.F.R. Part 515.

of a personal brand for his own consumption and for gifts to foreign dignitaries, the mark COHIBA has long been used to denote the premium cigar produced in Cuba – the best and most exclusive cigar produced by the country universally famous for producing the world's best cigars. Cubatabaco's COHIBA has been famous and intensely coveted in the United States at all relevant times. (Complaint ¶¶ 12-15.)

Defendant General Cigar is a U.S. corporation in the business of manufacturing and selling cigars to retailers in the United States. After learning of the Cuban COHIBA and of its identification with President Castro, General Cigar's parent, the Culbro Corporation, applied to register the COHIBA trademark in the United States in 1978, without having made any bona fide use of the mark; the application matured into a registration in 1981. After a long period when it had made no sales whatsoever, General Cigar presented a new application for the same COHIBA mark in December 1992, no doubt aware of the infirmities of its 1981 registration. This new application came on the heels of the premier issue of *Cigar Aficionado* magazine in Autumn 1992, which featured the Cuban COHIBA in the cover story "Cuba's Best Cigar," titled "The Legend of Cohiba: Cigars Lovers Everywhere Dream of Cuba's Finest Cigar." Hoping to capitalize on the Cuban COHIBA's fame and reputation in the United States, General Cigar subsequently expanded its minimal sales to launch cigars made in the Dominican Republic under the COHIBA name at the height of the cigar craze – which had brought hundreds of thousands of new consumers of premier cigars into the market – in September 1997. (Complaint ¶¶ 27-41.) Almost nine months before this launch, Cubatabaco had initiated cancellation proceedings in the Trademark Trial and Appeals Board; confronted with the launch, Cubatabaco commenced this action.

Cubatabaco seeks to enjoin General Cigar's use of the COHIBA mark and trade dress in the

United States. *See* Prayer for Relief ¶ 1 in Complaint at 15-16. It seeks this relief on the following grounds:

a) That Cubatabaco's COHIBA mark was "well-known" in the United States at the relevant times, entitling Cubatabaco to relief under Article 6*bis* of the Paris Convention for the Protection of Intellectual Property (hereinafter, the "Paris Convention"). Article 6*bis* provides in pertinent part:

> countries of the Union undertake, . . . at the request of an interested party, . . . to refuse or to cancel the registration, and to prohibit the use of a trademark which constitutes a reproduction, an imitation, or a translation, liable to create confusion, of a mark considered by the competent authority of the country of registration or use to be well known in that country as being already the mark of a person entitled to the benefits of this Convention and used for identical or similar goods.

(Complaint ¶¶ 42-45) (First Claim for Relief);

b) That General Cigar's use of COHIBA violates Article 7 of the Inter-American Convention for Trade Mark and Commercial Protection, 46 Stat. 2907, which prohibits the use of a mark in the United States by someone who knows of its prior "existence and continuous use" in one of the other treaty countries, (Complaint ¶¶ 49-52) (Third Claim For Relief);

c) That General Cigar's use of the COHIBA mark in selling its Dominican cigars causes dilution of the distinctive quality of Cubatabaco's COHIBA mark, entitling Cubatabaco to an injunction against General Cigar's use of this mark under section 1125(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1), and New York General Business Law Section 360-*l*, (Complaint ¶¶ 76-77) (Twelfth Claim for Relief);

d) That General Cigar's efforts to exploit and to trade upon Cubatabaco's COHIBA mark in

order to generate profits on the sale of its own cigars violates the Paris Convention, Art. 10*bis*; the Inter-American Convention, Arts. 20 and 21; section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a); and New York state law, (Complaint ¶¶ 46-48, 53-55, 63-65, 72-74, 78-81) (Second, Fourth, Seventh, Tenth and Thirteenth Claims for Relief); and

e) That General Cigar's use of the COHIBA mark willfully and falsely suggests that its products are approved, sponsored or endorsed by Cubatabaco and therefore constitutes willful trademark and trade dress infringement in violation of section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a). (Complaint ¶¶ 63-65) (Seventh Claim for Relief).

In addition to an injunction against future use, Cubatabaco seeks an order directing the United States Patent and Trademark Office to cancel General Cigar's United States trademark registration Nos. 1,147,309, issued in 1981, and 1,898,273, issued in 1995. (Complaint ¶75.) (Eleventh Claim for Relief; Prayer for Relief ¶ 6.)[2]

Finally, Cubatabaco seeks an order requiring General Cigar to disgorge its profits on a theory of unjust enrichment through its exploitation of the fame and reputation of Cubatabaco's COHIBA brand in the promotion and sale of its own cigars in the United States. (Prayer for Relief ¶ 2 in Complaint at 16). Plaintiff does not seek damages – whether for lost sales or otherwise. Indeed, plaintiffs are barred from selling COHIBA in the United States, and so could not claim any such damages. (Prayer for Relief ¶ 2 in Complaint at 16.)

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[2] Cubatabaco seeks a destruction order pursuant to section 36 of the Lanham Act, 15 U.S.C. § 1118, mandating the delivering up and destruction of all labels, signs, etc., bearing the infringing trademark and/or trade dress.

Cubatabaco has withdrawn the remaining Claims, *viz.*, Fifth, Sixth, Eighth, and Ninth Claims for Relief. A stipulation of dismissal of those claims upon the terms already agreed to by the parties will be submitted shortly.

ARGUMENT

I. PLAINTIFF'S COMPLAINT FOR INJUNCTIVE RELIEF AND AN EQUITABLE ACCOUNTING FOR UNJUST ENRICHMENT IS EQUITABLE IN NATURE AND DOES NOT GIVE RISE TO A RIGHT TO TRIAL BY JURY

In its complaint, Cubatabaco primarily seeks to enjoin General Cigar from further infringement and dilution of its famous and well known COHIBA trademark. Incidental to injunctive relief, Cubatabaco also requests an equitable accounting and disgorgement of profits to remedy General Cigar's unjust enrichment from trading on the good will of Cubatabaco's COHIBA mark. Because Cubatabaco's complaint is an action for injunctive relief, together with an ancillary request for an equitable accounting for unjust enrichment and disgorgement of profits, this action is wholly equitable in nature and does not give rise to a right to trial by jury.

Rule 38 of the Federal Rules of Civil Procedure sets forth the procedures governing a demand for a jury trial. Rule 38, however, does not provide for a jury trial, but merely preserves the right to such a trial. The right, if it is to be had at all, must be either "given by a statute" or "declared by the Seventh Amendment." Fed. R. Civ. P. 38. The initial inquiry, therefore, is whether the Lanham Act, the controlling federal statute, provides a right of trial by jury. It is undisputed that the Lanham Act is silent on this issue. *See, e.g., The Daisy Group, Ltd. v. Newport News, Inc.*, 999 F.Supp. 548, 549 (S.D.N.Y. 1998). Thus, the issue becomes whether under the Seventh Amendment, General Cigar is entitled to a jury trial of this action.

The Seventh Amendment preserves the right to trial by jury "[i]n Suits at common law." The Supreme Court has interpreted this language to refer to "suits in which legal rights [are] to be ascertained and determined, in contradistinction to those where equitable rights alone [are] recognized, and equitable remedies [are] administered." *Chauffeurs, Teamsters and Helpers, Local*

No. 391 v. Terry, 494 U.S. 558, 564 (1990) (quoting *Parsons v. Bedford*, 28 U.S. (3 Pet.) 433, 477 (1830)) (internal quotation marks omitted, alteration in original). To determine whether a particular action resolves legal rights, a court should examine both the nature of issues involved and remedy sought." *Id.* at 565. The first step is to compare the action to 18th century actions brought in the courts of England before the merger of law and equity. The second step is to "examine the remedy sought and determine whether it is legal or equitable in nature." *Id.* This second inquiry is the more important. *Id.*

A. Cubatabaco's Action For Injunctive Relief Is Historically Equitable

In this action, Cubatabaco seeks: 1) an order enjoining Defendants from using Cubatabaco's COHIBA trademark; 2) an equitable accounting of profits derived from Defendants' unjust enrichment through wrongful use and misappropriation of Cubatabaco's COHIBA trademark and its goodwill in the mark; 3) an order mandating the recall and the delivering up for destruction of all products, merchandise, packing, etc. bearing the infringing mark; 4) an order cancelling U.S. registrations nos. 1,147,309 and 1,898,273; 5) reasonable attorneys' fees and costs; and 6) such further relief as the Court deems proper and just. (Prayer for Relief ¶¶ 1-7 in Complaint at 15-17.) Nowhere does Cubatabaco seek damages for defendants' wrongful actions. It is well settled that an action for injunctive relief relating to trademark infringement is historically equitable in nature. *E.g.*, *Upjohn Co. v. Schwartz*, 117 F.Supp. 292 (S.D.N.Y. 1953); *Protexol Corp. v. Koppers*, 12 F.R.D. 7 (S.D.N.Y. 1951); *Coca-Cola Company v. Cahill*, 330 F.Supp. 354 (W.D. Okla. 1971); *Kimberly Clark Corp. v. Kleenize Chemical Corp.*, 194 F.Supp. 876 (N.D.Ga. 1961). *See also* Bruce S. Sperling, *The Right to Jury Trial in a Federal Action for Trademark Infringement or Unfair Competition*, 62 TMR 58, 59-60 (1972) (providing an historical account of the equitable treatment

of actions for an injunction, "with or without appurtenant claims for damages or profits," in England prior to 1791 and in the United States); 9 Wright & Miller, *Federal Practice & Procedure* § 2308, at 79-80 (2d ed. 1995) ("[T]here is no constitutional right to a jury trial on a claim for an injunction."). Here, Cubatabaco seeks injunctive relief on all of its claims relating to trademark infringement and dilution, and such requests for injunctive relief are equitable in nature and do not give rise to a right to jury trial.

B. Cubatabaco's Ancillary Request for Accounting and Profits For Unjust Enrichment Is Equitable

An ancillary request for disgorgement of profits for unjust enrichment also rests solely within a court's equitable jurisdiction. As the Second Circuit has recognized, the court's equitable jurisdiction is based on the claims for injunctive relief, and "the court of equity, having acquired jurisdiction upon such a ground, retains it for the purpose of administering *complete relief*." *George Basch Co., Inc. v. Blue Coral, Inc.*, 968 F.2d 1532, 1538 (2d Cir. 1992) (emphasis added) (quoting *Hamilton-Brown Shoe Co. v. Wolf Brothers & Co.*, 240 U.S. 251, 259 (1916)); *see Protexol*, 12 F.R.D. at 8 (in trademark infringement action seeking injunctive relief, court has equitable jurisdiction to order accounting of profits). Cubatabaco's trademark infringement "claim is for injunctive relief and an equitable accounting, both historically suits in equity" *Coca-Cola Company*, 330 F.Supp. at 355. "'[E]quity courts have power to decree complete relief and for that purpose may accord what would otherwise be legal remedies.'" *Coca-Cola Company*, 330 F.Supp. at 355-356 (quoting *Katchen v. Landy*, 382 U.S. 323, 338 (1966)).

In *Basch*, the Second Circuit explained how in equity, the court has the power to grant complete relief by awarding profits for unjust enrichment in trademark infringement suits:

> The infringer is required *in equity* to account for and yield up his gains to the true owner [of the mark], upon a principle analogous to that which charges a trustee with the profits acquired by the wrongful use of the property of the *cestui que trust*. Not that equity assumes jurisdiction upon the ground that a trust exists.... [T]he *jurisdiction must be rested upon some other equitable ground*–in ordinary cases, as in the present, the *right to an injunction*–but the court of equity, *having acquired jurisdiction* upon such a ground, retains it for the purpose of administering *complete relief*, rather than send the injured party to a court of law for his damages. And profits are then allowed as an equitable measure of compensation, on the theory of a trust ex maleficio.

Id. at 1538 (quoting *Hamilton-Brown Shoe Co.*, 240 U.S. at 259)(alterations in original) (emphasis added).

Moreover, Cubatabaco's ancillary request for accounting and profits itself invokes a traditional form of *equitable* relief. As Cubatabaco has alleged, General Cigar was unjustly enriched by using Cubatabaco's good will in the famous COHIBA trademark to generate profits and therefore should be required to disgorge those profits. This theory of recovery underlying the request for profits is entirely equitable in nature, *see, e.g.*, *Basch*, 968 F.2d at 1537-1538, and does not give rise to a jury trial right. *E.g.*, *Modefine v. Burlington Coat Factory Warehouse Corp.*, 888 F.Supp. 44 (S.D.N.Y. 1993) (holding in infringement action, that plaintiff's claim for defendant's profits on a theory of unjust enrichment is triable without jury); *Merriam-Webster, Inc. v. Random House*, 1993 WL 205043, at *2 (S.D.N.Y. 1993) (no right to jury trial in trademark infringement action where plaintiff seeking profits solely on unjust enrichment theory), *rev'd on other grounds*, 35 F.3d 65 (2d Cir. 1994); *American Cyanamid Company v. Sterling Drug, Inc.*, 649 F.Supp. 784 (D.N.J. 1986) (same). *See also Tull v. U.S.*, 481 U.S. 412, 424 (1987) ("an action for disgorgement of profits [is] traditionally considered an equitable remedy"); *Roberts v. Sears, Roebuck & Co.*, 617 F.2d 460, 465 (7th Cir.) ("Restitution for the disgorgement of unjust enrichment is an equitable

remedy with no right to a trial by jury."), *cert. denied*, 419 U.S. 975 (1980); *Ringling-Bros.-Barnum & Bailey Combined Shows, Inc. v. Utah Division of Travel Development*, 955 F.Supp. 598, 605 (E.D.Va. 1997) ("the disgorgement of defendant's profits [under 15 U.S.C. § 1117(a)] [is] wholly equitable and do[es] not create a constitutional jury trial right") (citing to *Tull*, 481 U.S. at 424 and *Terry*, 494 U.S. at 570-571), *aff'd*, 170 F.3d 449 (4th Cir.1999). *Cf. Big O Tire Dealers, Inc. v. Goodyear Tire & Rubber*, 408 F.Supp. 1219, 1241 (D.Ct. Colo. 1976) (equitable relief of accounting and profits is available on theory of unjust enrichment where plaintiff is unable to show direct losses), *aff'd as modified on other grounds*, 561 F.2d 1365 (10th Cir. 1977).

The court in *American Cyanamid* explained the distinction between an equitable request for unjust enrichments profits in a trademark infringement action, and a request for damages in terms of the jury trial right:

> It is quite possible a plaintiff seeking unjust enrichment from a defendant *may not have been damaged at all* by the defendant's wrongful actions in a trademark infringement action, for example, a plaintiff may actually have benefitted from a defendant's advertising or promotion of a product similar to plaintiff's product because of increased consumer demand for the product. In such a case, the plaintiff may not have suffered any damages; yet the law still entitles him to recover the defendant's wrongful profits. Thus, because a claim for profits seeks relief recognized by the Seventh Amendment as *fundamentally different* from a claim for damages, the cases relied upon by American Cyanamid--involving claims for *both damages and unjust profits*--cannot be interpreted as blurring the two claims and rendering legal an otherwise *purely equitable claim for profits*.

American Cyanamid, 649 F.Supp. at 789 (emphasis added). Thus, this case, like *American Cyanamid*, sharply contrasts with cases in which the plaintiff sought an accounting not for defendant's unjust enrichment, but as a surrogate for damages. *See, e.g., Alcan International Limited v. The S. A. Day Manufacturing Co., Inc.*, 179 F.R.D. 398, 402 (W.D.N.Y. 1998) ("it is clear that S.A. Day seeks profits as a rough proxy measure of its damages, given the difficulty of establishing

damages due to product disparagement"); *The Daisy Group, Ltd. v. Newport News, Inc.*, 999 F.Supp. 548, 552 (S.D.N.Y. 1998) (distinguishing between profits remedy as rough proxy for damages and profits remedy for unjust enrichment, "a traditionally equitable theory of recovery, [] triable without a jury" and concluding that "[i]n this case, it is evident that Daisy seeks profits as a rough proxy measure of its damages") (quoting *Merriam-Webster*, 1993 WL 205043, at *3); *Ideal World Marketing, Inc. v. Duracell, Inc.*, 997 F.Supp. 334, 338 (E.D.N.Y. 1998) (construing plaintiff's profits request as surrogate for damages).

Here, because of the peculiar facts involved, this case is a perfect example of a right to disgorgement of profits premised purely on unjust enrichment, without any need for evidence of harm to the plaintiff. Cubatabaco has never been able to sell its cigars in the United States due to the U.S. embargo on Cuban products. Thus as a legal matter, Cubatabaco does not, and cannot, argue that it is entitled to damages as a result of General Cigar's wrongful conduct. Yet the law still entitles Cubatabaco to General Cigar's wrongful profits on a theory that they were wrongfully obtained by exploitation of Cubatabaco's Cohiba mark. "In substance, [Cubatabaco] seeks a determination whether [General Cigar] was enriched because of an infringement and, if so, an order requiring restitution of such money from [General Cigar] to [Cubatabaco]. These demands are equitable in nature." *American Cyanamid*, 649 F.Supp. at 789.[3]

In addition, the request for an accounting of profits for unjust enrichment is "akin to an equitable bill for an accounting" in an action requesting the imposition of a constructive trust; in this

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[3] The Second Circuit in *Basch* discussed at length the three distinct bases for an award of profits, namely "if the defendant is unjustly enriched," "if the plaintiff sustained damages from the infringement, or if the accounting is necessary to deter a willful infringer from doing so again." *Basch*, 968 F.2d at 1537. As explained, *supra*, Cubatabaco's request for profits proceeds solely on a theory of unjust enrichment.

sense, the duty to account also is of equitable origin. As noted by the Supreme Court in *Hamilton-Brown Shoe*, the origin of an award of profits in trademark suits is the equitable accounting and disgorgement of profits "upon a principle analogous to that which charges a trustee with the profits acquired by the wrongful use of the property of the cestui que trust." *Hamilton-Brown Shoe*, 240 U.S. at 260. A constructive trust, of course, is "created and cognizable *only* by a *court of equity*." *Maurel v. Smith*, 220 F. 195, 201 (S.D.N.Y. 1915)(L. Hand, J.)(emphasis added), *aff'd*, 271 F. 211 (2d. Cir. 1921). "Thus, a defendant who is liable in a trademark or trade dress infringement action may be deemed to hold its profits in constructive trust for the injured plaintiff." *Basch*, 968 F.2d at 1538; *see id.* (a "principle analogous to that which charges a trustee with the profits acquired by the wrongful use of the property of the cestui que trust"). *See also Local No. 92, Inc. Ass'n of Bridge, S & O.I. Wkrs. v. Norris*, 383 F.2d 735, 741 (5th Cir. 1967) ("Traditionally, the remedies of the beneficiary of a trust against the trustee were exclusively within the jurisdiction of equity."); *Williams v. Collier*, 32 F.Supp. 321, 324 (E.D. Pa. 1940) ("A common instance of an accounting of *a strictly equitable nature* is that sought by a cestui que trust from a trustee; and this is so in connection with constructive trusts.") (emphasis added).

Dairy Queen, Inc. v. Wood, 369 U.S. 469 (1962), further supports the conclusion that there is no jury trial right in the instant case. *Dairy Queen* concerned a controversy about whether a trademark licensing contract had been breached. Dairy Queen, the licensor, alleged that the licensee breached the contract by failing to pay it some $60,000 dollars. It requested an injunction to prevent the licensee from dealing in the Dairy Queen franchise, an accounting to determine the exact amount of damages owed under the contract, and a judgment of money damages for that amount. The Supreme Court decided that a right to jury trial did exist on issues inherent in the contract claim for

damages, regardless how the plaintiff chose to characterize the claim. *Id.* at 477. It stated in relevant part,

> [W]e think it plain that their claim for a money judgment is a claim wholly legal in its nature however the complaint is construed. As an action *on a debt allegedly due under a contract*, it would be difficult to conceive of an action of a more traditionally legal character. And as an *action for damages* based upon a charge of trademark infringement, it would be no less subject to cognizance by a court of law.

Id. (emphasis added).

Cubatabaco's complaint, of course, does not present a legal claim akin to that in *Dairy Queen*. There is no contractual relationship between Cubatabaco and General Cigar, and Cubatabaco's claim is not for damages for breach of contract. "Rather, Plaintiff's claim is for injunctive relief and an equitable accounting, both historically suits in equity." *Coca-Cola Company*, 330 F.Supp. at 355. *See also Kimberly-Clark v. Kleenize Chemical Corp.*, 194 F.Supp. at 878 ("Action for injunctions are equitable in nature, unknown to the common law.") (citations omitted); 8 *Moore's Federal Practice* § 38.31[1][b][iii], at 38-35 (3d ed. 2000); 9 Wright & Miller, *Federal Practice & Procedure 2d* § 2310, at 90 (2d ed. 1995) ("*Dairy Queen* does not change the former principle that equity could act, and thus that a jury is not a matter of right, if the duty to account itself is of equitable origin.")

Therefore, for all of the foregoing reasons, Cubatabaco's request for an accounting and disgorgement of profits for General Cigar's unjust enrichment does not give rise to a right to trial by jury.

II. NONE OF THE OTHER CAUSES OF ACTION OR REQUESTS FOR RELIEF ENTITLE DEFENDANTS TO TRIAL BY JURY

A. Cancellation of General Cigar's Cohiba Registration Is An Equitable Remedy

Cancellation pursuant to Section 37 of the Lanham Act, 15 U.S.C. § 1119, also is clearly equitable in nature and does not give rise to a jury trial right. For example, in *Neva, Inc. v. Christian Duplications Intern., Inc.*, 743 F.Supp. 1533, 1549 (M.D.Fla. 1990), a case where the request for cancellation was granted in conjunction with a jury trial, the case was first tried to a jury on a section 43(a) claim seeking damages and then *the court* ordered cancellation. *See also Gear, Inc. v. L.A. Gear California, Inc.*, 670 F.Supp. 508, 512 (S.D.N.Y. 1987) ("Section 37 of the Lanham Act empowers *the court* to order the cancellation of registrations in any civil action in which the validity of the mark is placed in issue.") (emphasis added). Second, section 37 does not in and of itself provide jurisdiction; nor is it a distinct cause of action. *Universal Sewing Machine Co., Inc. v. Standard Sewing Equipment Corp.*, 185 F.Supp. 257, 259 (S.D.N.Y. 1960) ("absent some other basis for jurisdiction, a suit for cancellation by one in plaintiff's position may not be independently maintained in this court.").

Thus, the court's power to order cancellation is ancillary to its primary equitable jurisdiction to grant the injunctive relief requested by Cubatabaco. Third, a cancellation order is similar to other equitable orders issued by a court that require recall of infringing materials, which have been held to be wholly equitable in nature. *See Perfect Fit Industries, Inc. v. Acme Quilting Co., Inc.* 646 F.2d 800, 805-806 (2d Cir. 1981), *later appeal*, 673 F.2d 53, *cert. denied*, 459 U.S. 832 (1982); *Ringling Bros.-Barnum & Bailey Combined Shows, Inc. v. Utah Division of Travel Development*, 955 F.Supp. 598, 605 (E.D.Va. 1997), *aff'd*, 170 F.2d 449 (4th Cir. 1999); 2 J. McCarthy, *Trademarks and Unfair*

Competition Sec. 303, at 468 (2d ed. 1984). Finally, although Plaintiff is unaware of any cases directly holding that cancellation of a registration is solely an equitable remedy, an order from the court mandating action by a government agency (here, cancellation of a trademark registration) is a classic form of equitable relief that historically was available only to the equity courts in 1791. Plaintiff is unaware of any cases that suggest that such a remedy, or analogous remedy, was available at common law. Thus, there is no right to jury trial on this request for relief.

B. Federal Trademark Dilution Act Claim

Because Cubatabaco is limited to injunctive relief on its federal dilution claim under section 43(c)(2) of the Lanham Act, 15 U.S.C. § 1125(c)(2), or, alternatively, if it proves General Cigar's "willful intent," because Cubatabaco seeks only equitable relief under sections 1117(a) and 1118 -- specifically, unjust enrichment profits, attorneys fees, costs, and destruction of the infringing goods -- the federal dilution claim does not give rise to a jury trial right.

The Federal Trademark Dilution Act ("the FTDA") does not provide a right to jury trial. *Ringling Bros.*, 955 F.Supp. at 599-600 (E.D.Va. 1997) (citing to 9 Wright & Miller, *Federal Practice and Procedure* § 2308, at 79-80 (2d ed. 1995)). As the court properly observed in *Ringling-Bros.*:

> [T]he Act's pertinent language makes clear the essentially *equitable nature* of the dilution claim and therefore reflects Congressional intent to commit the dilution cause of action to a *court without a jury*. Thus, to begin with, a plaintiff is limited 'only to injunctive relief' unless it is shown that the party charged with dilution 'willfully intended' to cause dilution or trade on plaintiff's mark. 15 U.S.C. § 1125(c)(2). And this injunctive relief is 'subject to the principles of equity and...such terms as the court deems reasonable. 15 U.S.C. § 1125(c)(1). In the absence of willful intention to dilute, therefore, the Act's limitation to traditional equitable relief plainly means that Congress, conscious of centuries of settled jurisprudence excluding juries in purely equitable matters, intended to commit a dilution claim to a court without a jury.

Id. (footnote omitted) (emphasis added). Similarly, the Seventh Amendment does not require a trial by jury on the dilution claim. "[W]here only an injunction is available to remedy dilution, the Seventh Amendment does not compel a jury trial." *Id.* at 603 (citing to Wright & Miller, *supra*, at § 2308). Therefore, because Cubatabaco is limited to injunctive relief on its federal dilution claim under section 43(c)(2) of the Lanham Act, 15 U.S.C. 1125(c)(2), the claim is equitable in nature and does not give rise to a jury trial right.

Alternatively, assuming that Cubatabaco proves General Cigar's "willful intent" to trade upon and to dilute its trademark, the federal dilution claim still does not give rise to a jury trial right because Cubatabaco seeks only equitable relief under §§ 1117(a) and 1118. Section 43(c)(2) of the Lanham Act provides that:

> the owner of the famous mark shall be entitled only to injunctive relief as set forth in section 34 [15 U.S.C. § 1116] unless the person against whom the injunction is sought willfully intended to trade on the owner's reputation or to cause dilution of the famous mark. If such wilful intent is proven, the owner of the famous mark shall also be entitled to the remedies set forth in sections 35(a) [15 U.S.C. § 1117(a)] and 36 [15 U.S.C. § 1118] subject to the discretion of the court and the principles of equity.

15 U.S.C. § 1125(c)(2). As explained in part I, *supra*, it is clear that Cubatabaco cannot and does not seek damages on its dilution claim. Therefore, assuming Cubatabaco proves willful intent and thereby is entitled to the remedies set forth at § 1117(a) and §1118, Cubatabaco is entitled to recover General Cigar's unjust enrichment profits, the costs of the action, and reasonable attorney fees under § 1117(a), and is entitled to a destruction order under § 1118. Profits in this context is purely equitable. *See supra* Point I.B. Attorney fees and costs do not entitle a party to trial by jury. *See infra* Point II.E. A destruction order is wholly equitable. *See supra* Point II.A. Therefore, there is no right to a jury on the federal dilution claim. *See, e.g., Ringling Bros.*, 955 F.Supp. at 603

("Alternatively, even if 'willful intent' is shown, the Seventh Amendment does not compel a jury trial for Ringling's dilution claim because there is no evidence of damages and the remaining available remedies in §§ 1117(a) and 1118 are wholly equitable)."[4]

C. **New York Anti-Dilution Claim**

Cubatabaco's dilution claim under General Business Law § 360-*l* similarly does not entitle Defendants to a trial by jury because the relief sought and permitted by statute is exclusively equitable in nature. Section 360-*l* provides that "dilution of the distinctive quality of a mark or trade name shall be a ground for *injunctive relief*." N.Y.Gen.Bus. § 360-*l* (McKinney Supp. 2000) (emphasis added). There is no right to damages under section 360-*l*. *See W.W.W. Pharmaceutical Co., Inc. v. Gillette Company*, 808 F.Supp. 1013, 1026 n.2 (S.D.N.Y. 1992) (noting that "[t]he statute provides for only equitable relief"), *aff'd*, 984 F.2d 567 (2d Cir. 1993).[5] Therefore, there is no right to trial by jury on this claim. *Id.* at 1015-1016, 1026-1027 (wherein the court, after dismissing the jury, decided plaintiff's state dilution claim).

D. New York Misappropriation Claim

Cubatabaco's misappropriation claim, which seeks injunctive relief and an equitable accounting for unjust enrichment, is a species of unfair competition long recognized under New York case law. *See, e.g., Flexitized, Inc. v. National Flexitized Corp.*, 335 F.2d 774, 782 (2d Cir. 1964) ("Particularly where the defendant's conduct has involved a clear attempt to profit at the

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[4] The Fourth Circuit affirmed the district court holding without addressing this point. See *Ringling Bros.-Barnum & Bailey Combined Shows, Inc. v. Utah Division of Travel Development*, 170 F.3d. 449, 465 (4th Cir. 1999).

[5] General Bus. Law § 360-*l* replaced § 368-d and became effective January 1, 1997. The cited case construes the earlier version of the dilution statute.

expense of the plaintiff,... New York courts have deemed the conduct to be unfair competition"), *cert. denied*, 380 U.S. 913 (1965) (citations omitted). It is beyond dispute that such a claim is "essentially equitable in nature." *Protexol v. Koppers*, 12 F.R.D. 7, 8 (S.D.N.Y. 1951) (holding that state unfair competition claim did not give rise to jury trial right). Thus, unless a plaintiff expressly seeks specified damages, "[c]laims such as those here set forth are not triable by jury at common law and do not come within the purview of either the Seventh Amendment... or Rule 38(a)." *Id. See also Robine v. Ryan*, 310 F.2d 797, 798 (2d Cir. 1962) (misappropriation under New York law in breach of confidential business relation states a legal cause of action "when the relief requested is damages in a specified sum," entitling plaintiff to jury trial limited to that particular claim) (emphasis added); *cf. Spiselman v. Rabinowitz*, 61 N.Y.S.2d 138, 140-141 (1st Dept. 1946) (plaintiff alleging trade secret misappropriation may elect to "bring an action at law to recover money damages"). Similarly, there is no jury trial right under the New York Constitution.[6] Therefore, there is no right to trial by jury on this claim.

E. The Request For Attorneys Fees and Costs Is Not Tried To A Jury

It is well settled that a claim for attorneys fees and costs does not entitle a party to a trial by jury. *Nikon Corp. v. Ikon Corp.*, 803 F.Supp. 910, 928 (S.D.N.Y. 1992); *Partecipazionai Bulgari*

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[6] Of course, it is well settled that the question of right to jury trial in this action, even on state claims, is to be decided as a matter of federal law. When state-created rights are enforced in the federal courts, the federal courts are not bound by state jury practices. *See Simler v. Conner*, 372 U.S. 221, 222 (1963) ("[t]he right to a jury trial in the federal courts is to be determined as a matter of federal law in diversity as well as other actions.... In diversity cases, of course, the substantive dimension of the claim asserted finds its source in state law....but the characterization of that state-created claim as legal or equitable for purposes of whether a right to jury trial is indicated must be made by recourse to federal law"). *See also Byrd v. Blue Ridge Rural Elec. Coop., Inc.*, 356 U.S. 525, 538 (1958) ("there is a strong federal policy against allowing state rules to disrupt the judge-jury relationship in the federal courts.").

SpA. v. Meige, 7 U.S.P.Q.2d 1815, 1817 (S.D.Fla. 1988). *See also Basch*, 968 F.2d at 1543 ("The decision whether or not to award such fees (under Lanham Act) also rests within the broad discretion of the district judge.") (citing *Getty Petroleum Corp. v. Bartco Petroleum Corp.*, 858 F.2d 103, 114 (2d Cir. 1988), *cert. denied*, 490 U.S. 1006 (1989)); *Ringling Bros.*, 955 F.Supp. at 605 ("Costs are merely incidental to and intertwined with other available remedies. Thus, where the other available remedies are wholly equitable, costs are also an equitable remedy.") (citing to *Terry*, 494 U.S. at 570-571), *aff'd*, 170 F.3d 449 (1999). *Cf. Daisy*, 999 F Supp. at 549 (noting Daisy did not dispute that its claim for attorneys' fees was equitable in nature and did not entitle it to a jury trial); *Ideal World Marketing*,, 997 F.Supp. at 335 (noting defendant's argument that plaintiff was not entitled to jury trial because it withdrew damages claim and now sought entirely equitable relief, including costs and attorneys fees). Thus, Defendants are not entitled to a jury on this requested relief.

III. DEFENDANTS ARE NOT ENTITLED TO A JURY ON THEIR COUNTERCLAIM FOR DECLARATORY RELIEF

Finally, Defendants' counterclaim for declaratory relief presents no right to trial by jury. A complaint for declaratory relief does not give rise to a right to jury trial when the underlying issues in the action do not give rise to a right to a jury trial. *See Beacon Theatres, Inc. v. Westover*, 359 U.S. 500, 504 (1958). As demonstrated, *supra*, Cubatabaco's complaint for injunctive and ancillary relief raises solely equitable issues properly addressed only to the court. Defendants' counterclaim for declaratory relief, asking for dismissal of the complaint and declaring its right to use the COHIBA mark, adds nothing new to the issues raised in the complaint, and therefore raises no legal rights. *Compare Lee Pharmaceuticals v. Mishler*, 526 F.2d 1115, 1116 (2d Cir. 1975) (counterclaim seeking injunction against trademark infringement *and damages* gave rise to jury trial right).

Therefore, there is no jury trial right on Defendants' counterclaim.

Moreover, assuming *arguendo* that Defendants' counterclaim were to raise legal issues triable to a jury, Defendants still would not be entitled to a jury trial on their counterclaim because the Foreign Sovereign Immunities Act (the "FSIA") precludes jury trials in all actions against a foreign state, including counterclaims.[7] *National Iranian Oil Company v. Ashland Oil, Inc.*, 716 F.Supp. 268, 275 (S.D.Miss. 1989) ("The counterclaim should be tried without a jury in accordance with the provisions of the FSIA."); *Allendale Mutual Insurance Company v. Bull Data Systems*, Inc., 1995 WL 5895, *2 (N.D.Ill. 1995) ("The absence of a right to jury trial also applies when the claim against the foreign state is brought as a counterclaim or cross-claim."); *Caribbean Trading and Fidelity Corporation*, 1993 WL 541236, *6 (S.D.N.Y. 1993) (observing that even in the case of a compulsory counterclaim against a foreign state, "[t]he FSIA expressly precludes jury trials in order to depoliticize such cases"). *See also Bailey v. Grand Trunk Lines New England*, 805 F.2d 1097, 1101 (2d Cir. 1986) ("[W]e expressly have held that the FSIA strips a plaintiff of an otherwise valid entitlement to a jury trial."), *cert. denied*, 484 U.S. 826 (1987); *Ruggiero v. Compania Peruana de Vapores, Inc.*, 639 F.2d 872, 876-881 (2d Cir. 1981) (discussing the FSIA bar to jury trial in the context of a direct suit against a foreign state); *Jones v. Shipping Corp. of India, Ltd.*, 491 F.Supp. 1260, 1263 (E.D. Va. 1980) ("This statutory scheme [under the FSIA] delineates those actions which subject a foreign state to suit and then provides for trial by the court without a jury for those non-

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[7] The FSIA defines a "foreign state" to include an "agency or instrumentality of a foreign state." 28 U.S.C. § 1603(b). "An 'agency or instrumentality of a foreign state' means any entity (1) which is a separate legal person, ... and (2) ... a majority of whose shares or other ownership interest is owned by a foreign state or political subdivision thereof, and (3) which is neither a citizen of a State of the United States...nor created under the laws of any third country." 28 U.S.C. § 1603(b). There is no dispute that Cubatabaco is an "agency or instrumentality of a foreign state" within the meaning of the FSIA. See Reply ¶ 2; Counterclaim ¶ 2.

immune activities.").

The sole and exclusive basis for jurisdiction in federal courts over actions against foreign states, agencies, or instrumentalities is 28 U.S.C. § 1330(a). Section 1330(a) expressly limits the method of trial in such actions to *nonjury* civil actions. It provides in relevant part that the district courts have original jurisdiction without regard to amount in controversy,

> of any *nonjury* civil action against a foreign state . . . as to any claim for relief in personam with respect to which the foreign state is not entitled to immunity . . . either under sections 1605-1607 of this title or under any applicable international agreement.

28 U.S.C. § 1330(a) (emphasis added).[8] The plain language of section 1330 demonstrates that the phrase "action against a foreign state" includes not only direct actions against a foreign state, but also any compulsory counterclaim against it as section 1607 addresses *only* counterclaims in actions initiated by a foreign state. *See* 28 U.S.C. § 1607(b). "It follows that the phrase 'action against a foreign state' was intended to refer not only to a direct claim against a foreign sovereign but also to a counterclaim against it." *National Iranian Oil*, 716 F.Supp. at 271.

In *Ruggiero*, the Second Circuit provided a lengthy and carefully reasoned analysis in which it explained why the FSIA expressly precludes a jury trial in actions against foreign states. It held that section 1330 was the sole and exclusive basis for federal jurisdiction over claims against a foreign sovereign, stating in relevant part:

> The courts must learn to accept that, in place of the familiar dichotomy of federal

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[8] In their Counterclaim, Defendants erroneously alleged that this Court had subject matter jurisdiction under 28 U.S.C. § 1338(a) and § 1331 (Counterclaim ¶ 3), and in its Reply, Cubatabaco erroneously admitted that the Court had subject matter jurisdiction under these provisions (Reply ¶ 3). The parties, of course, cannot confer subject matter jurisdiction on the district court. As the Second Circuit made clear in *Ruggiero*, the sole and exclusive basis for Defendants' counterclaim is 28 U.S.C. § 1330(a).

> question and diversity jurisdiction, the Immunities Act has created a tripartite division--federal question cases, diversity cases and actions against foreign states. If a case falls within the third division, there *is to be no jury trial even if it might also come within one of the other two.*

Id. at 876 (emphasis added). The Second Circuit holding was based in part on the House and Senate Reports that accompanied the FSIA at the time of its enactment. The court concluded that Congress intended that, in return for affording a limited basis for jurisdiction against a foreign state, foreign states would not be subjected to jury trial:

> The reports thus confirm what is patent from the statutory language -- Congress wished to provide a single vehicle for actions against foreign states or entities controlled by them, to wit, § 1330 and § 1441(d), its equivalent on removal, and to bar jury trial in each. In return for conferring upon plaintiffs this clear basis of jurisdiction in actions against foreign states..., Congress intended that the foreign state, defined broadly in § 1603, *was not to be subjected to jury trial* -- a form of trial alien to most of them in civil cases and from which the United States, in granting consent to suit, has generally exempted itself. 28 U.S.C. § 2402.

Id. at 878.

The Second Circuit in *Ruggiero* also rejected plaintiffs' arguments that deprivation of a jury trial in actions against foreign states violates the Seventh Amendment: "We have been pointed to nothing to show that a right of jury trial existed under the common law in 1791 with respect to a suit against a foreign government or an instrumentality thereof; such a suit could not be maintained at all." *Id.* at 879. The court held that suits against foreign sovereigns, "unknown to the common law in 1791," did not fall within the scope of the Seventh Amendment's preservation of jury trial. *Id.* at 880-881.

Although *Ruggiero* involved a direct action against a foreign state and thus did not directly address counterclaims, all the courts that have directly addressed counterclaims against foreign states have agreed that the FSIA bars jury trials in this context as well. *See* cases cited *supra*, at p. 20.

Moreover, *Ruggerio*'s analysis, which analogized suits against foreign states to suits against the United States, makes clear that the rule is a blanket proscription against jury trials in all actions against foreign states, whether in the direct, counterclaim, or cross-claim context:

> A suit against a foreign state was just as much unknown to the common law of 1791 as was a suit against the United States. The two situations are also alike in that denial of jury trial may rationally enter into the decision to create jurisdiction. Surely one reason why the United States has coupled its waiver of sovereign immunity in certain types of cases with a refusal to submit itself to jury trial [under 28 U.S.C. § 2402] was the fear that juries might draw too heavily on a deep pocket. See 86 Cong. Rec. 12028 (1940) (remarks of Rep. Celler). By the same token Congress could legitimately consider that a partial withdrawal of sovereign immunity from foreign states would interfere with United States' international relations unless such states were accorded protection similar to what it had given itself. Foreign countries can hardly object to the United States' subjecting them to trial by a judge in commercial cases when the United States itself is subject to the same sort of trial in its own courts and in theirs. Subjection to trial by jury, especially with the restraints on review of jury findings also imposed by the Seventh Amendment, would be a different matter, especially since the great majority of countries do not use a civil jury.

Id. at 880; *see id.* at 880 n.12 ("[w]hatever our enthusiasm over the jury may be, this is not necessarily shared by foreign governments -- particularly those which may fear that at one time or another they may be politically unpopular with Americans"). Except for claims for overpaid or wrongfully paid taxes, the United States, of course, is never subject to jury trial. 28 U.S.C. §§ 2402, 1346. This restriction applies to counterclaims brought against the United States. *United States v. Rosati*, 97 F.Supp. 747, 749 (D.N.J. 1951) ("The issues of law and fact raised by the counterclaim and the reply thereto can and will be tried by the court without a jury, in accordance with Title 8 U.S.C. U.S. Code, § 2402."). *See also Terminal Warehouse of New Jersey v. United States*, 91 F.Supp. 327, 328 (D.N.J. 1950) (concluding that 28 U.S.C. §§ 2402 and 1346 "provide for the trial of a counterclaim without a jury in an action of this kind").

Therefore, for all of these reasons, the FSIA precludes a jury trial against Cubatabaco on

Defendants' counterclaim.

CONCLUSION

For the foregoing reasons, Cubatabaco respectfully requests that its Motion to Strike Defendants' Jury Demand Be GRANTED.

Dated: June 15, 2000

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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

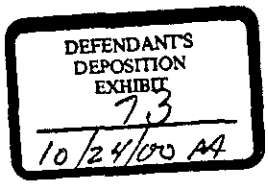
In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 19



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UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d.b.a. CUBATABACO, Plaintiff, - against - CULBRO CORPORATION and GENERAL CIGAR CO., INC. Defendants,	97 Civ. 8399 (RWS)

PLAINTIFF'S PRIVILEGE LOG OF DOCUMENTS WITHHELD FROM PRODUCTION IN RESPONSE TO DEFENDANTS' MODIFIED FIRST REQUEST FOR PRODUCTION OF DOCUMENTS

Plaintiff, Empresa Cubana del Tabaco d b a. Cubatabaco ("Cubatabaco"), by and through counsel, hereby serves its attached Privilege Log of Documents Withheld from Production in Response to Defendants' Modified First Request for Production of Documents. Cubatabaco reserves the right to supplement this log upon review of any additional responsive documents.

Dated: New York, New York
April 24, 2000

RABINOWITZ, BOUDIN, STANDARD,
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Empresa Cubana del Tabaco d.b.a. Cubatabaco v. Culbro Corp., et. al., U.S.D.C., S.D.N.Y., 97 Civ. 8399 (RSW)

PLAINTIFF'S LOG OF DOCUMENTS WITHHELD FROM PRODUCTION IN RESPONSE TO DEFENDANTS' MODIFIED FIRST AMENDED REQUEST FOR PRODUCTION OF DOCUMENTS ON CLAIMS OF ATTORNEY CLIENT OR ATTORNEY WORK PRODUCT PRIVILEGE

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	June 1, 1994	Attorney-client; attorney work-product	2 pages
To Debra Evenson from Caroline Rule	Memo re GC/Culbro U.S. COHIBA registration(s)	July 11, 1994	Attorney work-product	5 pages
To Debra Evenson from Caroline Rule	Memo re GC/Culbro U.S. COHIBA registration(s)	July 13, 1994	Attorney work-product	1 page
To Michael Krinsky and Debra Evenson from Caroline Rule	Memo re GC/Culbro U.S. COHIBA registration(s); re U.S. COHIBA trademark registrations and applications by third-parties; re cigar trademark registrations and applications in U.S.	July 18, 1996	Attorney work-product	
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	July 1, 1994	Attorney-client; attorney work-product	

To Debra Evenson from Caroline Rule	Memo re GC/Culbro U.S. COHIBA registration(s)	July 22, 1994	Attorney work-product	1 page
To Debra Evenson from Michael Krinsky	Corresp. re GC/Culbro U.S. COHIBA registration(s)	June 29, 1994	Attorney work-product	2 pages
To A. Garrido from Michael Krinsky	Corresp. re GC/Culbro U.S. COHIBA registration(s)	October 8, 1996	Attorney-client	5 pages
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	July 6, 1994	Attorney work-product	
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	July 5, 1994	Attorney-client; attorney work-product	
To Caroline Rule from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s); re GC application to register COHIBA in U.S.	July 7, 1994	Attorney work-product	3 pages
To Michael Krinsky from Debra Evenson	Corresp. re planned meeting with Garrido re COHIBA	June 18, 1996	Attorney-client; attorney work-product	one sentence

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	June 19, 1996	Attorney-client; attorney work-product	One page
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s); re potential application by Cubatabaco to register COHIBA trademark in U.S.	June 27, 1996	Attorney-client, attorney work-product	
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s); re potential application by Cubatabaco to register COHIBA trademark in U.S.	July 2, 1996	Attorney-client; attorney work-product	
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s); re potential application by Cubatabaco to register COHIBA trademark in U.S.	July 3, 1996	Attorney-client; attorney work-product	

To Michael Krinsky from Debra Evenson	Corresp. re potential application by Cubatabaco to register COHIBA design in U.S.	July 15, 1996	Attorney-client; attorney work-product	
To Michael Krinsky and Caroline Rule from Debra Evenson	Memo re potential application by Cubatabaco to register COHIBA design in U.S.	July 30, 1996	Attorney work-product	
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	July 31, 1996	Attorney-client; attorney work-product	
To Maria de Albornoz from Howard Aronson	Corresp. re potential application by Cubatabaco to register COHIBA in U.S. and forwarding documents produced as P1294 - 1298	August 20, 1984	Attorney-client; attorney work-product	One page

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
To James Siegel from J. Duran	Corresp. re GC/Culbro U.S. COHIBA registration(s); re Cubatabaco's COHIBA registrations in Cuba and el: where; re application to register COHIBA in Germany by GC; re litigation in Brazil against third-party over COHIBA registration	November 27, 1987	Attorney-client; attorney work-product	One page
To J. Duran from Howard Aronson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	December 4, 1987	Attorney-client; attorney work-product	Two pages
Unidentified	Memo re: attached corresp. re registration of COHIBA mark in Ukraine by General Cigar	After March 28, 1997	Summary of attorney-client communication	One page
From Manuel Rio Pombo to Carlos Ferran	Corresp. re registration of COHIBA mark in Ukraine by General Cigar	January 3, 1997	Attorney work-product; Attorney-Client	One page

From Manuel Rio Pombo to Nina Perez	Corresp. re registration of COHIBA mark in Ukraine by General Cigar	January 13, 1997	Attorney-client; attorney work-product	One page
From Servicio Juridico Lex, S.A. to Tatiana Camacho	Corresp. re registration of COHIBA mark in Ukr ine by General Cigar.	January 2, 1997	Attorney-client; attorney work-product	One page
From Debra Evenson to Michael Krinsky	Corresp. re GC/Culbro U.S. COHIBA registration(s)	June 2, 1994	Attorney -client; attorney work product	Two pages
To Michael Krinsky from Debra Evenson	Corresp. re potential federal court action against Culbro/General Cigar	September 23, 1997	Attorney-client;attorney work product	1 page
To Michael Krinsky from Debra Evenson	Corresp. re potential federal court action against Culbro/General Cigar	September 23, 1997	Attorney-client; attorney work product	1 page
To Michael Krinsky from Debra Evenson	Corresp. re potential federal court action against Culbro/General Cigar	September 17, 1997	Attoney work product	2 pages
To Michael Krinsky from A. Garrido	Corresp. re potential federal court action against Cubro/General Cigar	October 6, 1997	Attorney client	1 page

Between A. Garrido and Rabinowitz, Boudin, Standard, Krinsky and Lieberman; Among attorneys at Rabinowitz, Boudin; Between Rabinowitz, Boudin and Paul Hastings	Multiple memos, correspondence, concerning potential federal court action against Culbro/General Cigar	Post October 6, 1997 to date of filing federal court action	Attorney client; attorney work product	Multiple
To Tatiana Camacho from Michael Krinsky	Corresp. re GC/Culbro U.S. COHIBA registration(s)	December 9, 1996	Attorney client	1 page
To Michael Krinsky from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	July 1, 1994	Attorney work product	
To Michael Krinsky and attorneys at Paul Hastings from Laraine Pacheco, Paul, Hastings, Janofsky and Walker LLP	Memo re GC and Dunhill sale of cigar in U.S. under COHIBA trademark	September 25, 1997	Attorney work product	4 pages
To Michael Krinsky and Debra Evenson from Caroline Rula	Memo re GC application to register COHIBA in U.S.	June 20, 1994	Attorney work product	6 pages
To Debra Evenson from Michael Krinsky	Corresp. enclosing Rule memo of June 20, 1994	June 29, 1994	Attorney work product	

To Michael Krinsky from Debra Evenson	Memo re GC/Culbro U.S. COHIBA registration(s)	Undated - June or July 1994	Attorney work product	2 pages
To A. Garrido from Debra Evenson	Corresp. regarding potential copyright of COHIBA design	August 3, 1996	Attorney-client	1 page
To A. Garrido from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	June 26, 1996	Attorney-client	1 page
To A. Garrido from Debra Evenson	Corresp. re General Cigar's applications to register COHIBA in U.S. for range of goods other than cigars	July 30, 1996	Attoney-client	1 page
To A. Garrido from Debra Evenson	Corresp. re GC/Culbro U.S. COHIBA registration(s)	July 12, 1996	Attoney-client	2 pages
To Debra Evenson and Michael Krinsky from Caroline Rule	Memo re GC/Culbro U.S. COHIBA registration(s); re pending applications by third-parties to register COHIBA in U.S.	August 31, 1996	Attorney- client	2 pages

To File from Rabinowiz, Boudin attorney, not identified	Memo re Cubatabaco's U.S. application for COHIBA design; re GC/Culbro U.S. COHIBA registration(s)	November 14, 1996	Attorney-work product	2 pages
To Maria del Pilar de Riley from A. Garrido	Corrresp. re: third-party COHIBA registration in D.R.	June 6, 1996	Attorney-client and attorney work product	
To Maria del Pilar de Riley from A. Garrido	Coresp. re: third-party COHIBA registration in D.R	June 4, 1996	Attorney-client and attorney work product	
To A. Garrido from Maria del Pilar Troncoso de Riley	Corresp. re third-party COHIBA registration in Dom. Rep.	June 11, 1996	Attorney client and attorney work product	
To A. Garrido from Maria del Pilar Troncoso de Riley	Corresp. re third - party registration of COHIBA in Dom. Rep.	October 23, 1997	Attorney client and attorney work product	
To A. Garrido from Maria del Pilar Troncoso de Riley	Corresp. re third-party registration of COHIBA in Dom. Rep.	Aug. 12, 1996	Attorney client and attorney work product	
To Maria del Pilar Troncoso de Riley from Manuel Rio Pombo	Corresp. re third-party registration of COHIBA in Dom. Rep.	Aug. 6, 1996	Attorney client and attorney work product	
To Maria del Pilar Troncoso de Riley from A. Garrido	Corresp. re third-party registration of COHIBA in Dom. Rep.	Sept. 26, 1997	Attorney client and attorney work product	

To A. Garrido from Maria del Pilar Troncoso de Riley	Corresp. re third-party registration of COHIBA in Dom. Rep.	May 28, 1996	Attorney client and attorney work product	two pages
To A. Garrido from Maria del Pilar Troncoso de Riley	Corresp. re third-party registration of COHIBA in Dom. Rep.	Oct. 23, 1997	Attorney client and attorney work product	
To A. Garrido from Maria del Pilar Troncoso de Riley	Corresp. re third-party registration of COHIBA in Dom. Rep.	Oct. 13, 1997	Attorney client and attorney work product	
To A. Garrido from Maria del Pilar Troncoso de Riley	Corresp. re third-party registration of COHIBA in Dom. Rep	Nov. 20, 1997	Attorney client and attorney work product	
To A. Garrido from Maria del Pilar Troncoso de Riley	Corresp. re third-party registration of COHIBA in Dom. Rep.	Feb. 9, 1998	Attorney client and attorney work product	

INDEX OF NAMES

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Aronson, Howard..... Attorney at Lackenbach Siegel Marzullo & Aronson, One Chase Rd., Scarsdale, NY

Camacho, Tatiana..... Attorney for Habanos, S.A. and Cubatabaco

Duran, J..... Attorney at Cubatabaco

Evenson, Debra..... Attorney at Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C.

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Garrido, A.....	Attorney for Cubatabaco and Habanos, S.A.
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Pacheco, Lorraine	Attorney formerly at Paul, Hastings, Janofsky & Walker, LLP, NY, NY
Perez, Nina	Attorney at Servicio Juridico Lex, Apartado Postal 4212, Havana, Cuba 10400
Pilar Troncoso de Riley, Maria del	Attorney,Troncoso & Caceres, Santo Domingo,D.R.
Rio Pombo, Manuel	Attorney (Asesor legal) for Habanos, SA. and Cubatabaco
Rule, Caroline.....	Attorney formerly at Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C.
Servicio Juridico Lex, S.A.....	Law firm, Apartado Postal 4212, Havana 10400
Siegel, James	Attorney at Lackenbach Siegel Marzullo & Aronson, One Chase Rd., Scaradale, NY

Notes:

"Re GC/Culbro U.S. COHIBA registration(s)" refers to one or both of the registrations of COHIBA for cigars in the United States issued either to Culbro Corporation or General Cigar Corporation.

The privilege log does not include post-filing documents concerning the TTAB cancellation proceeding brought by plaintiff to cancel General Cigar's registrations of COHIBA.

The privilege log does not include post-filing documents concerning the instant action.

CERTIFICATE OF SERVICE

I hereby certify that on this 25th day of April, 2000, a true and correct copy of the foregoing Plaintiff's Privilege Log Of Documents Withheld From Production In Response To Defendants' Modified First Request For Production Of Documents was served by facsimile and U.S. mail on the following:

Janet Dore, Esq.
Morgan & Finnegan, L.L.P.
34 Park Avenue
New York, NY 10154

David B. Goldstein (DG 8291)

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 20

REG. NO.	3. MARK	4. SER. NO.
1441404	PETIQUE	73/523552
REG. DATE JUN 0 2 1987		5. REGISTER PRINCIPAL

6. INTERNATIONAL CLASS	7. PRIOR U.S. CLASS	8. FILING DATE	9. LAW OFFICE
34	17	02/22/85	550

10. APPLICANT AND POST OFFICE
EMPRESA CUBANA DEL TABACO, DBA
CUBATABACO
MARCILLY 104
HAVANA CITY, CUBA
CORPORATION OF CUBA

16. EXAMINING ATTORNEY
Cohn

17. TYPE OF MARK
TRADEMARK

18. FIRST USE
ICL 034 00/00/0000

11. CORRESPONDENCE ADDRESS
JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET AL
SEVENTEENTH SUITE
ONE CLASS ROAD
SCARSDALE, NEW YORK 10583

19. IN COMMERCE
ICL 034 00/00/0000

20. FOREIGN REG. AND APPL. DATA
CUX APP 115560 11/22/84
CUX REG. 221852 11/22/84
EXPIRES 11/22/94

12. DOMESTIC REPRESENTATIVE Lackenbach, Siegel, Marzullo Presta, et al

13. APPLICANT'S ATTORNEY
JAMES E. SIEGEL

15. GOODS—SERVICES
~~CIGARS, TOBACCO, MANUFACTURED TOBACCO FOR SMOKING, CHEWING AND SNUFFING PURPOSES AND CIGARETTES~~
034- Smoking tobacco, chewing tobacco, snuff and cigarettes.

21. OTHER DATA

PTO-102L (REV. 12/82) U.S. DEPT. OF COMMERCE—PATENT AND TRADEMARK OFFICE

22. AMENDED	PRINCIPAL REGISTER	25. Supervisory Examiner	
		26. Examiner	
23. AFFIDAVIT	Section 8	27. Passed for Publication	Deborah S Cohn
	Section 15	28. Passed for Registration	
	Section 12C	29. O.G. Date	
24. RENEWAL	Passed for Renewal		
	Renewed From		
	D Less Goods		

PUBLISHED
MAR 1 0 1987

523552

CLASS 34

CONTENTS:

Application ..... *papers.*

1. APR 30 1985
2. Amitle + Trans. Nov. 1/85
3. NOV 19 1985 Suspended
4. MAR 20 1986
5. Ltr, Reg + Trans April 28, 1986
6. JUN 06 1986
7. Ltr + Sub Dwg Nov 3, 86
8. DEC 03 1986 Suspended
9. N OF P
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CAR FILMED TMSD

Int. Cl.: 34

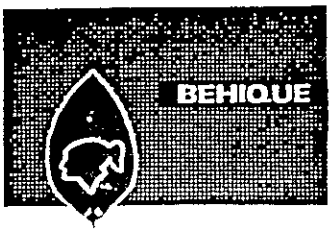
Prior U.S. Cl.: 17

Reg. No. 1,441,404

United States Patent and Trademark Office

Registered June 2, 1987

TRADEMARK
PRINCIPAL REGISTER



EMPRESA CUBANA DEL TABACO (CUBA CORPORATION), TA CUBATABACO
O'REILLY 104
HAVANA CITY, CUBA

FOR: SMOKING TOBACCO, CHEWING TOBACCO, SNUFF AND CIGARETTES, IN CLASS 34 (U.S. CL. 17).

PRIORITY CLAIMED UNDER SEC. 44(D) ON CUBA APPLICATION NO. 115560, FILED 11-22-1984, REG. NO. 221852, DATED 11-22-1984, EXPIRES 11-22-1994.

SER. NO. 523,552, FILED 2-22-1985.

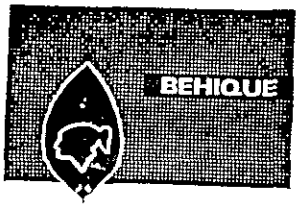
DEBORAH S. COHN, EXAMINING ATTORNEY

523 552

Applicant Empresa Cubana del Tabaco, trading as CUBATABACO
P.O. Address O'Reilly 104, Havana City, Cuba

Goods or Services Tobacco and tobacco products
Date of First use

3513



PUBLISHE
MAR 1 0 1987

1441404

REGISTERED
JUN 02 1987
PAT.&T.M.OFFICE

Attorney, Address
LACKENBACH SIEGEL MARZULLO & ARONSON
One Chase Road, Scarsdale, New York 10583
Telephone (914) 723-4300

INT. 34

PRIOR U.S. CL. 17

523552

Applicant Empresa Cubana del Tabaco, trading as CUBATABACO
P.O. Address O'Reilly 104
Havana City, Cuba
Goods or Services Tobacco and tobacco products
Date of First use
Based on Cuba appl. #221,852 dated November 22, 1984

BEHIQUE

Cancel

2

Attorney LACKENBACH SIEGEL MARZULLO PRESTA & ARONSON
Address One Chase Road, Scarsdale, New York 10583
Telephone (914) 723-4300

UNITED STA DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

NOTICE OF PUBLICATION UNDER 12(a)

1. Serial No.:
73/523,552

2. Mark:
BEHIQUE
and design

3. Applicant:
EMPRESA CUBANA DEL TABACO

4. Publication Date:
MAR. 10, 1987

The mark of the application above identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13 of the Statute or by rules 2.101 and 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained at $7.00 each for domestic orders, or at $8.75 each for foreign orders from:

The Superintendent of Documents
U.S. Government Printing Office
Washington,D.C. 20402

By direction of the Commissioner.

5. Send correspondence to

JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET AL
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10583

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

SERIAL NO.	APPLICANT	PAPER NO.
	EMPRESA CUBANA DEL TABACO	
MARK		ADDRESS COMMISSIONER OF PATENTS AND TRADEMARKS Washington, D.C. 20231
ADDRESS	ACTION NO. 04	The address of all correspondence not containing fee payments should include the words "Box 5."
MARZULLO PRESTA, ET AL NEW YORK 10583	MAILING DATE 12/03/86	Please furnish the following in all correspondence: 1. Your telephone number and zip code. 2. Mailing date of this action. 3. Examining Attorney's name and Law Office number.

FORM PTO-1525 (2-84) U.S. DEPT. OF COMM. PAT. & TM OFFICE

☐ 1. Applicant's request for suspension of action by this Office is granted. Action is suspended for _____ months from the mailing date of this communication.

☐ 2. Action on this application is suspended pending the termination of

☐ Cancellation No(s). _____
☐ Civil Action No(s). _____
☐ Opposition No(s). _____

When the proceeding(s) is terminated, applicant, if a party thereto, should advise the Examining Attorney of the termination and the outcome of the proceeding. (Semi-annual inquiry may be made as to the status of the inter partes proceeding.)

☑ 3. Action on this application is suspended pending receipt of a certification or certified copy of the renewal registration in the country of origin of the applicant. If the registration is in a foreign language, an English translation must be submitted. The certification or certified copy of the registration should be forwarded to the Examining Attorney as soon as possible. If the foreign application is abandoned, the Examining Attorney should be advised. (Semi-annual inquiry may be made as to the status of the foreign application.)

☐ 4. Action on this application is suspended pending the disposition of application No. _____

☐ 5. Since applicant's effective filing date is subsequent to the effective filing date of the application referred to in No. 4 above, the latter, if and when it matures into a registration, will be cited against this application. See 37 CFR §2.83. A photocopy of the drawing of the pending application, as filed in the Search Library of this Office, is attached.

☐ 6. It is noted that an assignment, involving this application, is presently pending before the Office. Action is suspended on this application pending recordation of the assignment. This application will be removed from suspension upon recordation of the assignment. Notification of recordation will normally be done through Office channels. However, upon receipt of the Reel and Frame number of the assignment, applicant may advise the Examining Attorney.

Examining Attorney	Law Office	Phone
[signature]	5	(703) 557-5380

[illegible] 12/[illegible]

PTOL-373 (Rev. 6-84)

GM #1

RECEIVED
NOV 17 05 AM '86
T.M.E.O.
LAW OFFICE V

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Empressa Cubana Del Tabaco

SERIAL NO.: 523,552

FILED: February 22, 1985

GROUP: Law Office 5

EXAMINER: Deborah S. Cohn

MARK: BEHIQUE

Certificate of Mailing
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231, on
OCT 30 1986
Dated: OCT 30 1986

Commissioner of Patents and Trademarks
United States Patent Office
Washington, D.C. 20231

RESPONSE TO OFFICIAL ACTION
DATED JUNE 6, 1986

Responsive to the Official Action dated June 6, 1986, attached hereto is a new formal drawing that applicant asks be supplanted for that of record. The mark set forth in the drawing is exactly that in the corresponding foreign registration. Accordingly, further and favorable action passing the subject registration to publication is believed to be in order and is now courteously solicited.

Respectfully submitted,

LACKENBACH SIEGEL MARZULLO
& ARONSON, P. C.

BY
HOWARD N. ARONSON
Attorney for Applicant

Dated: October 30, 1986
Penthouse Suite
One Chase Road
Scarsdale, New York 10583
(914) 723-4300

U.S. DEPARTMENT OF COMMERCE - Patent and Trademark Office

IN REPLY REFER TO THE FOLLOWING AND THE FILING DATE:

SERIAL NO.	APPLICANT	Paper No.
72 523551	EMPRESA CUBANA DEL TABACO	
MARK		ADDRESS: Commissioner of Patents and Trademarks Washington, DC 20231
BERLAUF		
ADDRESS	ACTION NO.	
JAMES E. SIEGEL GREENBACH SIEGEL MARZULLO PRESTA, ET AL PENTHOUSE SUITE ONE CHASE ROAD SCARSDALE, NEW YORK 10583	02	
	MAILING DATE 06/06/86	The address of all correspondence not containing fee payments should include the word "Box 5."

FORM PTO-1525 (2-84) U.S. DEPT. OF COMM. PAT. & TM OFFICE

Also furnish: (1) Serial number of application, (2) The mark, (3) Examining Attorney's name and Law Office number, (4) Mailing date of this action, and (5) Applicant's name (or applicant's attorney), telephone number and zip code.

A PROPER RESPONSE TO THIS OFFICE ACTION MUST BE RECEIVED WITHIN 6 MONTHS FROM THE DATE OF THIS ACTION IN ORDER TO AVOID ABANDONMENT.

IN 523552

This is in response to your submission of April 28, 1986.

The foreign registration and translation have been entered into the record.

The mark in typed form shown on the drawing does not agree with the mark in special form shown on the certified copy of the foreign registration upon which the present application is based. You must amend the present drawing so that it conforms to the mark as shown in the foreign registration.

Deborah S. Cohn
Trademark Attorney, Law office 5
(703) 557-5380

jec/1

#5

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Empresa Cubana Del Tabaco

Serial No.: 523,552

Filed: February 22, 1985

Group: Law Office 5

Examiner: Deborah S. Cohn

Hon. Commissioner of
Patents and Trademarks
Washington, D.C. 20231

RESPONSE TO OFFICIAL ACTION
DATED MARCH 20, 1986

Sir:

Responsive to the Official Action dated March 20, 1986, applicant submits herewith an original, certified copy of the corresponding Cuban registration, with a signed English translation.

With the submission of this documentation, it is believed that early publication of this application is in order.

Respectfully submitted,

LACKENBACH SIEGEL MARZULLO
& ARONSON, P. C..

BY Howard N. Aronson
HOWARD N. ARONSON

Dated: April 25, 1986

Penthouse Suite
One Chase Road
Scarsdale, New York 10583
Telephone (914) 723-4300

Certificate of Mailing
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231.
on
4/25/86
Barbara Schoffman
~~Howard N. Aronson, Atty~~
Dated: 4/25/86

ING. MARIO FERNANDEZ FINALE , Director de la Oficina Nacional de Invenciones, Información Técnica y Marcas.

C E R T I F I C O

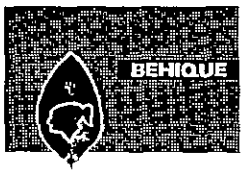
Que con fecha veintidós de noviembre de mil novecientos ochenta y cuatro y por el término de diez años, se expidió a favor de: la EMPRESA CUBANA DEL TABACO, comerciando como CUBATABACO.
domiciliada en: O'Reilly 104, Ciudad de la Habana, República de Cuba.

la INSCRIPCION del Certificado No. ciento quince mil quinientos sesenta , anotado al número doscientos veintiún mil ochocientos cincuenta y dos del Registro de Entrada,

que ampara la marca: BEHIQUE

para distinguir: Tabaco elaborado para fumar, mascar o estornudar y cigarrillos.

en la clase treinta y cuatro de la Clasificación Internacional de Productos y Servicios, encontrándose en todo su vigor y efectos y siendo el diseño que se fija a continuación exactamente igual al que aparece en el expediente.



Y a petición de Ada Acosta Martínez, Representante
se expide la presente previo el pago de los derechos correspondientes en la Ciudad de La Habana, República de Cuba, a los once días del mes de febrero de mil novecientos ochenta y seis.

Ing. Mario Fernández Finalé
DIRECTOR OFICINA

I, Eng. Mario Fernández Finalé, Director of the National Office of Inventions, Technical Information and Trade -- Marks.----------

C E R T I F Y

That on November twentytwo nineteen hundred and ~~seventy~~ eighty-four and for a term of ten years there was issued in favour of Empresa Cubana del Tabaco, trading as CUBA-TABACO, domiciled at 104 O'Reilly Street, City of Havana, Certificate 115 560 of Registration One hundred fifteen thousand five hundred and sixty, registered under mumber Two Hundred 221 852 and twenty one thousand eight hundred fifty two of the General Registry, covering the trade mark BEHIQUE (design) to distinguish manufactured tobacco for smoking, chewing or snuff and cigarettes, in class thirty-four of the International Classification of Goods and Services, said certificate being in full forwe and effects and the design affixed hereinafter being exactly the same as the one appearing on the file.

BEHIQUE (design)

And upon petition by Ada Acosta Martínez, Representative, I issue these presents, the pertinent duties having been paid in the City of Havana, Republic of Cuba, this eleventh day of the month of February nineteen hundred and eighty-six.

(Sgdo) Eng. Mario Fernández Finalé
Director.

U.S. EPARTMENT OF COMMERCE
Patent and Trademark Office

PAPER NO.

SERIAL NO. APPLICANT
73/523552 EMPRESA CUBANA DEL TABACO

MARK
BEHIQUE

ADDRESS
JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET A
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10583

ACTION NO.
03

MAILING DATE
03/20/86

ADDRESS
Commissioner of Patents
and Trademarks
Washington, D. C. 20231

The address of all correspondence not containing fee payments should include the words "Box 1."

Please furnish the following in all correspondence:
1. Your telephone number and zip code.
2. Mailing date of this action.
3. Examining Attorney's name and Law Office number.

FORM PTO-1525 (2-84) U.S DEPT. OF COMM. PAT. & TM OFFICE

Action on this application was suspended pending receipt of a certification or certified copy of the Certificate of Registration in the country of origin of applicant and/or termination of inter partes proceedings. Inquiry is made as to the status of prosecution of the foreign application and/or inter partes proceedings.

Deborah S. Cohn — EXAMINING ATTORNEY
V — LAW OFFICE
(703) 557-5380 — PHONE

A proper response to this Office action must be received within 6 months from the date of this action in order to avoid ABANDONMENT.

FORM PTOL-372 (Rev. 1-83)

USCOMM-DC

U.S. EPARTMENT OF COMMERCE
Patent and Trademark Office

PAPER NO.

ADDRESS

Commissioner of Patents
and Trademarks
Washington, D. C. 20231

The address of all correspondence not containing fee payments should include the words "Box 4."

Please furnish the following in all correspondence:
1. Your telephone number and zip code.
2. Mailing date of this action.
3. Examining Attorney's name and Law Office number.

Action on this application was suspended pending receipt of a certification or certified copy of the Certificate of Registration in the country of origin of applicant and/or termination of inter partes proceedings. Inquiry is made as to the status of prosecution of the foreign application and/or inter partes proceedings.

Deborah S. Cohen	I	(703) 557-5380
EXAMINING ATTORNEY	LAW OFFICE	PHONE

A proper response to this Office action must be received within 6 months from the date of this action in order to avoid ABANDONMENT.

UNITED STATES DEPARTMENT OF COMMERCE
Patent Trademark Office

SERIAL NO. APPLICANT
73/523552 EMPRESA CUBANA DEL TABACO

MISSIONER OF PATENTS AND TRADEMARKS
ington, D.C. 20231

MARK
BEHIQUE

ADDRESS
JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET AL
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10583

ACTION NO. 02

MAILING DATE 11/19/85

FORM PTO-1525 (2-84) U.S. DEPT. OF COMM. PAT. & TM OFFICE

Directions: Address the envelope containing your reply to the attention of *Box 5* unless it contains fee payments. Please furnish your telephone number and the examining attorney's name and law office number on all correspondence.

5. PAPER NO.

6. MAILING DATE

☐ 1. Applicant's request for suspension of action by this Office is granted. Action is suspended for _____ months from the mailing date of this communication.

☐ 2. Action on this application is suspended pending the termination of

☐ Cancellation No(s). _____
☐ Civil Action No(s). _____
☐ Opposition No(s). _____

When the proceeding(s) is terminated, applicant, if a party thereto, should advise the Examining Attorney of the termination and the outcome of the proceeding. (Semi-annual inquiry may be made as to the status of the inter partes proceeding; failure to respond may result in removal from suspension.)

☑ 3. Action on this application is suspended pending receipt of a certification or certified copy of the registration in the country of origin of the applicant. If the registration is in a foreign language, an English translation must be submitted. The certification or certified copy of the registration should be forwarded to the Examining Attorney as soon as possible. If the foreign application is abandoned, the Examining Attorney should be advised. (Semi-annual inquiry may be made as to the status of the foreign application; failure to respond may result in removal from suspension.)

☐ 4. Action on this application is suspended pending the disposition of application No. _____

☐ 5. Since applicant's effective filing date is subsequent to the effective filing date of the application referred to in No. 4 above, the latter, if and when it matures into a registration, will be cited against this application. Trademark Rule 2.82. A photocopy of the drawing of the pending application, as filed in the Search Library of this Office, is attached.

Deborah L Cohen
Examining Attorney

5
Law Office

(703) 557-5380
Phone

FOL 373-R... 8-82

MAIL ROOM
NOV 7 1985
PAT. & TRADEMARK OFF.

2/4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Empresa Cubana Del Tabaco

Serial No: 523,552

Filed: February 22, 1985

Group: Law Office 5

Examiner: Deborah S. Cohn

Hon. Commissioner of
Patents and Trademarks
Washington, D.C. 20231

RESPONSE TO OFFICIAL ACTION
DATED April 30, 1985

Sir:

Responsive to the official action dated April 30, 1985, please delete the identification of goods as filed, and supplant with the following:

--Smoking tobacco, chewing tobacco, snuff and cigarettes.--

Attached hereto is an English translation of the corresponding Cuban application.

Applicant advises that there is no direct English translation of the mark "BEHIQUE".

As a search of the Office Records has failed to locate a confusingly similar mark, favorable action on this application is earnestly solicited.

Respectfully submitted,

LACKENBACH SIEGEL MARZULLO
PRESTA & ARONSON, P.C.

BY
HOWARD N. ARONSON

Dated: October 30, 1985

Penthouse Suite
One Chase Road
Scarsdale, New York 10583
Telephone (914) 723-4300

Certificate of Mailing
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231, on
OCT 30 1985

Howard N. Aronson, Attny.
Dated: OCT 30 1985

221,852

I, ING. MARIO FERNANDEZ FINALE, Director of the National Office of Inventions, Technical Information and Trademarks,

C E R T I F Y

Under date of November twenty-second, nineteen hundred eighty-four and under number two hundred twenty-one thousand eight hundred fifty-two of the Incoming Register, there was submitted in this Office by Ada Acosta Martinez, Agent, in the name and on behalf of the Empresa Cubana del Tabaco (CUBATABACO), with place of business at O'Reilly #104, City of Havana, Republic of Cuba, an application for registration of the trademark "BEHIQUE" (design), to distinguish: raw tobacco, tobacco processed for smoking, chewing or snuffing, and cigarettes, included in Class 34 of the International Classification of Products and Services for the Trademark Register.

I further certify: That the design of the Trademark affixed below is exactly the same as it appears from the record.

(Fassimile) BEHIQUE

Also I certify: That the application of said trademark is pending.

And at the request of Ada Acosta Martinez, Agent, this transcript is issued, following the payment of the respective fees, in the City of Havana, this seventeenth day of January, nineteen hundred eighty-five.

(Seal and signature)

Ing. Mario Fernandez Finalé
Director, ONIITEM

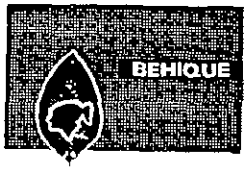
221,852
C.C.

ING. MARIO FERNANDEZ FINALE, Director de la Oficina Nacional de Invenciones, Información Técnica y Marcas:

C E R T I F I C O

Con fecha veintidós de noviembre de mil novecientos ochenta y cuatro y bajo el número doscientos veintiún mil ochocientos cincuenta y dos del Registro de Entrada, fue presentada en esta Oficina por Ada Acosta Martínez, Representante, a nombre y en representación de la Empresa Cubana del Tabaco (CUBATABACO), domiciliada en O'Reilly #104, Ciudad de La Habana, República de Cuba, solicitud de inscripción de la marca denominada "BEHIQUE" (diseño), para distinguir: tabaco bruto, tabaco elaborado para fumar, mascar o estornudar y cigarrillos, comprendidos en la clase 34 de la Clasificación Internacional de Productos y Servicios para el Registro de Marcas.

Asimismo certifico: Que el diseño de la marca que se fija a continuación es exactamente igual al que aparece del expediente.



También Certifico: Que la solicitud de la marca mencionada se encuentra en tramitación.

Y a petición de Ada Acosta Martínez, Representante, se expide la presente, previo el pago de los derechos correspondientes, en la Ciudad de La Habana, a los diez y siete días del mes de enero de mil novecientos ochenta y cinco.

Ing. Mario Hernández Finalé
DIRECTOR ONIITEM

U.S. DEPARTMENT OF COMMERCE - Patent and Trademark Office

IN REPLY REFER TO THE FOLLOWING AND THE FILING DATE:

SERIAL NO.	APPLICANT		Paper No.
73/523552	EMPRESA CUBANA DEL TABACO		ADDRESS: Commissioner of Patents and Trademarks Washington, DC 20231
MARK			
BEHIQUE			
ADDRESS		ACTION NO.	
JAMES E. SIEGEL LACKENBACH SIEGEL MARZULLO PRESTA, ET AL [illegible] SUITE [illegible] ROAD [illegible], NEW YORK 10583		01	
		MAILING DATE	The address of all correspondence not containing fee payments should include the word "Box 5."
		04/30/85	

FORM PTO-1525 (2-84) U.S. DEPT. OF COMM. PAT. & TM OFFICE

Also furnish: (1) Serial number of application, (2) The mark, (3) Examining attorney's name and Law Office number, (4) Mailing date of this action, and (5) Applicant's name (or applicant's attorney), telephone number and zip code.

A PROPER RESPONSE TO THIS OFFICE ACTION MUST BE RECEIVED WITHIN 6 MONTHS FROM THE DATE OF THIS ACTION IN ORDER TO AVOID ABANDONMENT.

[illegible]

I have reviewed this application for trademark (and/or service mark) registration and you are advised as follows:

The identification of goods is too indefinite for registration purposes. You must amend the identification. Based on the record, the following identification is suggested and should be adopted, if accurate: "smoking tobacco, chewing tobacco, snuff, and cigarettes."

You must submit an English translation of all foreign words in the mark on the drawing. (TMEP section 906.)

You must submit an English translation of the certification or certified copy of the certificate of registration. (37 CFR Section 2.39(a); TMEP section 1006.)

As to "BENIQUE," according to my search of the Office registration records, there is no registered mark which so resembles the applicant's mark, when applied to the goods (or services), as to be likely to cause confusion, or to cause mistake, or to deceive. (15 U.S.C. 1052(d); TMEP section 1105.01.)

Deborah S. Cohn
Trademark Attorney, Law Office 5
(703) 557-5380

jsc/wr2

1-5 SP

$175.00 301-TM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR TRADEMARK OR SERVICE MARK REGISTRATION

523552

Mark BEHIQUE (Label)

Class(es)

To the Commissioner of Patents and Trademarks:

Empresa Cubana del Tabaco, trading as CUBATABACO
(Name of applicant)

a Cuban corporation
(Citizenship of applicant - or - members of firm - or - jurisdiction in which corporation formed)

O'Reilly 104
(Complete business address)

Havana City, Cuba

The above identified applicant has adopted and is using the trademark (service mark) shown in the accompanying drawing for (goods or services)-

Leaf tobacco, manufactured tobacco for smoking, chewing and snuffing purposes and cigarettes

and requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946.

(Fill in the paragraphs that apply.)

(A) The mark was first used on the goods (or services) on (Date) _____; was first used in Commerce with the United States on (Date) _____; and is now in use in such commerce.

(B) An application for registration of said mark has been filed in (Country) Cuba under Application No. 221,852, dated November 22,1984, and a right of priority, under the Union Convention of Paris, 1883 (as amended), based on this application is claimed.

(C) The mark has been registered in (Country) _____ under Registration No. _____, dated _____, and said registration is now in force and effect.

6 26 85 5 .552 1 301 175.00 CK

The mark is used by applying it to directly to the goods themselves

and five (5) specimens showing the mark as actually used are presented herewith.

The undersigned

(name) JAIME MAS MANZANARES, declares that he(she)

A - (for individual) believes himself(herself)

B - (for firm) is a member of the applicant firm; that he(she) is authorized to execute this declaration on behalf of said firm; that he(she) believes said firm

C - (for corporation) is a (title of officer) Director CUBATABACO of applicant corporation and is authorized to execute this declaration on behalf of said corporation; that he(she) believes said corporation

to be the owner of the trademark (service mark) sought to be registered, that to the best of his knowledge and belief no other person, firm, corporation or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as may be likely when applied to the goods of such other person to cause confusion, or to cause mistake, or to deceive; that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

DOMESTIC REPRESENTATIVE

LACKENBACH SIEGEL MARZULLO PRESTA & ARONSON, P.C.,
whose postal address is
PENTHOUSE SUITE, ONE CHASE ROAD, SCARSDALE, N. Y. 10583 U.S.A.,
is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation, the following attorneys at law:

JAMES E. SIEGEL *HENRY A. MARZULLO, JR.*
FRANK P. PRESTA *HOWARD N. ARONSON*
MARVIN FELDMAN

whose address is: LACKENBACH SIEGEL MARZULLO PRESTA & ARONSON, P.C.
PENTHOUSE SUITE, ONE CHASE ROAD, SCARSDALE, NEW YORK 10583
(914) 723-4300 (212) 933-3000

to prosecute this application to register, to transact all business in the United States Patent and Trademark Office in connection therewith, and to receive the Certificate of Registration.

Jaime Mas Manzanares
Director Cubatabaco
1/28/85
(Date)

CUBATABACO O'Reilly 104 - HABANA

523552

LACKENBACH SIEGEL MARZULLO PRESTA & ARONSON

LAW OFFICES
PROFESSIONAL CORPORATION

PATENT AND
TRADEMARK CAUSES

ARMAND E. LACKENBACH
RETIRED

JAMES E. SIEGEL
HENRY A. MARZULLO, JR.
FRANK P. PRESTA *
HOWARD N. ARONSON
MARVIN FELDMAN

SUSAN FREEDMAN
MARY WHITING GOLDBERG

OF COUNSEL
DAVID M. WARREN

NEW YORK

PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, N.Y. 10583

41 EAST 42nd STREET
NEW YORK, N.Y. 10017

1175 MONTAUK HIGHWAY
WEST ISLIP, N.Y. 11795

(914) 723-4300
(212) 953-3000
(516) 582-8232

CABLE ADDRESS
DOWNPAT NY
TELEX
229647 DPAT UR
AUTO TELECOPIER
(914) 725-5674

VIRGINIA

7890 BACKLICK ROAD
SPRINGFIELD, VIRGINIA 22150
(703) 455-6600

UNITED KINGDOM

NEWEY SIEGEL MARZULLO
PRESTA & ARONSON
NORMAN H. NEWEY
RESIDENT TRADE MARK AGENT

McMILLAN HOUSE
54 CHEAM COMMON ROAD
WORCESTER PARK
GTR. LONDON KT4 8RD
TELEPHONE 01-330 4142
TELEX 8955123 COMMAR G

* NOT ADMITTED IN NEW YORK

PLEASE REPLY TO:
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE
NEW YORK 10583

February 14, 1985

Hon. Commissioner of
Patents and Trademarks
Washington, D.C. 20231

Re: New Trademark Application
Trademark: BEHIQUE

Sir:

Enclosed please find a complete application in the name of Empresa Cubana del Tabaco, trading as CUBATABACO, for the above-identified trademark, along with a drawing, five specimens, Cuban Registration No. 221,852, and a check in the amount of $175.00 to cover the cost of filing. An English translation of the Cuban Registration is forthcoming.

Please charge any additional fees, or credit any overpayment, to Applicant's attorneys Deposit Account No. 10-0100. A duplicate copy of this letter is also enclosed should the Deposit Account be necessary.

Acknowledgement of the above would be appreciated by date-stamping the enclosed self-addressed, postage paid postcard and returning same to us.

Respectfully submitted,

LACKENBACH SIEGEL MARZULLO
PRESTA & ARONSON, P.C.

BY _____
HOWARD N. ARONSON

HNA/caf
Encl.

523552

LACKENBACH SIEGEL MARZULLO PRESTA & ARONSON

LAW OFFICES
PROFESSIONAL CORPORATION

PATENT AND
TRADEMARK CAUSES

ARMAND E. LACKENBACH
RETIRED

JAMES E. SIEGEL
HENRY A. MARZULLO, JR.
FRANK P. PRESTA *
HOWARD N. ARONSON
MARVIN FELDMAN

SUSAN FREEDMAN
MARY WHITING GOLDBERG

OF COUNSEL
DAVID M. WARREN

NEW YORK

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UNITED KINGDOM

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PRESTA & ARONSON
NORMAN H. NEWEY
RESIDENT TRADE MARK AGENT

McMILLAN HOUSE
54 CHEAM COMMON ROAD
WORCESTER PARK
GTR. LONDON KT4 8RD
TELEPHONE 01-330 4142
TELEX 8955023 COMMAR G

* NOT ADMITTED IN NEW YORK

PLEASE REPLY TO:
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE
NEW YORK 10583

February 14, 1985

Hon. Commissioner of
Patents and Trademarks
Washington, D.C. 20231

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Respectfully submitted,

LACKENBACH SIEGEL MARZULLO
PRESTA & ARONSON, P.C.

BY
HOWARD N. ARONSON

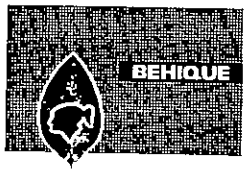
HNA/caf
Encl.

[illegible] FINALE, Director de la Oficina Nacional - [illegible], Información Técnica y Marcas:

C E R T I F I C O

[illegible] de noviembre de mil novecientos ochenta y cua- [illegible] número doscientos veintiún mil ochocientos cincuenta- [illegible] de Entrada, fue presentada en esta Oficina por- [illegible], Representante, a nombre y en representación - [illegible] del Tabaco (CUBATABACO), domiciliada en ---- [illegible] de La Habana, República de Cuba, solicitud - [illegible] la marca denominada "BEHIQUE" (diseño), para -- [illegible], tabaco elaborado para fumar, mascar o es [illegible], comprendidos en la clase 34 de la Clasifi- [illegible] de Productos y Servicios para el Registro de-

[illegible] que el diseño de la marca que se fija a conti [illegible] igual al que aparece del expediente.



También Certifico: Que la solicitud de la marca mencionada se en-- [illegible] en tramitación.

[illegible] de Ada Acosta Martínez, Representante, se expide la -- [illegible], previo al pago de los derechos correspondientes, en la -- [illegible] de La Habana, a los diez y siete días del mes de enero de -- [illegible] novecientos ochenta y cinco.

[illegible] Fernández Finalé
DIRECTOR OFIITEM

FORM PTO 1728
(REV. 83)

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

TRADEMARK APPLICATION FILE DATA WORKSHEET

F2	1. SERIAL NUMBER [illegible]	2. FILING DATE 02-22-85	3. LAW OFFICE 5
		4. REGISTER TYPE PR	5. MARK DRAWING CODE 1

F3	1. INT. CL.	2. 1st USE DATE	3. 1st COMMERCE	4. PAID	5. PRIOR U.S. CLASS(ES)	6. GOODS/ SERVICES
	[illegible]				017	SEE APPLICATION

F4	APPLICANT INFORMATION	1. ENTITY	2. ENTRY NO	3. CITIZENSHIP	4. NAME
	1st	SEE APPLICATION			
	2nd				
	3rd				

F5	ENTRY NO.	APPLICANT ADDRESS
	01	SEE APPLICATION
	02	
	03	

F6,7 CORRESPONDENCE ADDRESS (F6) and ATTORNEYS (F7) - SEE APPLICATION

F8	ENTRY NO	COUNTRY CODE	FOREIGN APPLICATION NO	FOREIGN FILING DATE
	01		221852	11221984
		FOREIGN REGISTRATION NO	FOREIGN REGISTRATION DATE	EXPIRATION DATE
		RENEWAL REGISTRATION NO	RENEWAL DATE	RENEWAL EXPIRATION DATE
	ENTRY NO.	COUNTRY CODE	FOREIGN APPLICATION NO	FOREIGN FILING DATE
	02	FOREIGN REGISTRATION NO	FOREIGN REGISTRATION DATE	EXPIRATION DATE
		RENEWAL REGISTRATION NO	RENEWAL DATE	RENEWAL EXPIRATION DATE

F9 PRIOR U.S. REGISTRATIONS - SEE APPLICATION

F10	TEXT TYPE CODE	ADDITIONAL TEXT (SEE APPLICATION OR ENTER TEXT BELOW)

EMPLOYEE NUMBER DLD

USCOMM DC 83 3775

1. SER. NO. 73523552 | 2. MARK BEHIQUE

3. APPLICANT
EMPRESA CUBANA DEL TABACO

4. ADDRESS
JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET AL
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10583

FORM PTO-1293 (REV 6/84) U.S. DEPARTMENT OF COMM. Pat & TM Office

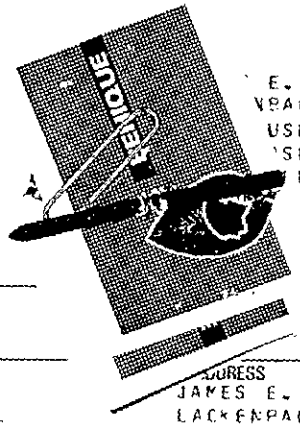
1. SER. NO. 73523552 | 2. MARK BEHIQUE

3. APPLICANT
EMPRESA CUBANA DEL TABACO

4. ADDRESS
JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET AL
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10583

FORM PTO-1293 (REV 6/84) U.S. DEPARTMENT OF COMM. Pat & TM Office

JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET AL
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10583



E. SIEGEL
NBACH SIEGEL MARZULLO PRESTA, ET AL
USE SUITE
SE ROAD
E, NEW YORK 10583

1. SER. NO. 73523552 | 2. MARK BEHIQUE

3. APPLICANT
EMPRESA CUBANA DEL TABACO

4. ADDRESS
JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET AL
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10583

FORM PTO-1293 (REV 6/84) U.S. DEPARTMENT OF COMM. Pat & TM Office

2. MARK BEHIQUE

PANA DEL TABACO

ADDRESS
JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET AL
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10583

FORM PTO-1293 (REV 6/84) U.S. DEPARTMENT OF COMM. Pat & TM Office

JAMES E. SIEGEL
LACKENBACH SIEGEL MARZULLO PRESTA, ET AL
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10583

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Ex. 21

G-102 (8-78)
U.S. Dept. of Commerce-Patent and Trademark Office

[redacted]

FPI-LOM

1. REG. NO. 1507163	3. MARK HEHIKE AND DESIGN	4. SER. NO. 73/742915
2. REG. DATE [illegible]		5. REGISTER PRINCIPAL

6. INTERNATIONAL CLASS 34	7. PRIOR U.S. CLASS 17-8-9	8. FILING DATE 07/29/88	9. LAW OFFICE 520

10. APPLICANT AND POST OFFICE
EMPRESA CUBANA DEL TABACO /TA Cubatabaco
O'REILLY 104 STREET
HAVANA CITY, CUBA
CORPORATION OF CUBA

16. EXAMINING ATTORNEY
SUE CARRUTHERS

17. TYPE OF MARK
TRADEMARK

18. FIRST USE
~~TCL 034 00/00/0000~~

11. CORRESPONDENCE ADDRESS
HOWARD N. ARONSON
LACKENBACH SIEGEL MARZULLO & ARONSON, PC
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NY 10583

19. IN COMMERCE
~~TCL 034 00/00/0000~~

12. DOMESTIC REPRESENTATIVE
LACKENBACH SIEGEL MARZULLO & ARONSON, PC

20. FOREIGN REG. AND APPL. DATA
CUX REG 36987 12/24/87
EXP 12/24/97 RENEWED / /

13. APPLICANT'S ATTORNEY
HOWARD N. ARONSON

15. GOODS--SERVICES
034-RAW TOBACCO; CIGARS, CIGARETTES, CUT TOBACCO, RAPPEE, MANUFACTURED TOBACCO OF ALL KINDS, MATCHES, TOBACCO-PIPES, PIPE HOLDERS, ASHTRAYS, MATCH BOXE, CIGAR CASES, HUMIDORS. ~~AND ANY OTHER SMOKER'S ARTICLES~~

21. OTHER DATA See Inside (A1)
~~*LS COLORS ARE CLAIMED: YELLOW, ORE, BLACK AND WHITE.~~
PR- See Inside (A2)
TR- See Inside (A3)

PTO-102L (REV. 12/82) U.S. DEPT. OF COMMERCE--PATENT AND TRADEMARK OFFICE

22. AMENDED	PRINCIPAL REGISTER	25. Supervisory Examiner	
		26. Examiner	SUE CARRUTHERS
23. AFFIDAVIT	Section 8 F. A. Pfohl	27. Passed for Publication Sue Carruthers	
	Section 15	28. Passed for Registration	
	Section 12 C	29. O.G. Date	
24. RENEWAL	Passed for Renewal		
	Renewed From ☐ Less Goods		

PUBLISHED
JUN 27 1989

742915

[redacted]

CLASS 34

CONTENTS:

Application ..... papers.

1. .....
2. Amdt ..... Mar 23/89 CCM 3/20/89
3. .....
4. .....
5. ..... FEB - 9 1995
6. .....
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Int. Cl.: 34

Prior U.S. Cls.: 8, 9 and 17

Reg. No. 1,557,163

United States Patent and Trademark Office Registered Sep. 19, 1989

TRADEMARK
PRINCIPAL REGISTER

EMPRESA CUBANA DEL TABACO (CUBA CORPORATION)
O'REILLY 104 STREET
HAVANA CITY, CUBA

FOR: RAW TOBACCO; CIGARS, CIGARETTES, CUT TOBACCO, RAPPEE, MANUFACTURED TOBACCO OF ALL KINDS, MATCHES, TOBACCO-PIPES, PIPE HOLDERS, ASHTRAYS, MATCH BOXES, CIGAR CASES, HUMIDORS, IN CLASS 34 (U.S. CLS. 8, 9 AND 17).

OWNER OF CUBA REG. NO. 36987, DATED 12-24-1987, EXPIRES 12-24-1997.

OWNER OF U.S. REG. NO. 1,441,404.

THE DRAWING OF THE MARK IS LINED FOR THE COLORS YELLOW AND GOLD.

THE ENGLISH TRANSLATION OF THE WORD "BEHIKE" IN THE MARK IS "INDO-CUBAN WITCH DOCTOR".

SER. NO. 742,915, FILED 7-29-1988.

ALICE SUE CARRUTHERS, EXAMINING ATTORNEY

742915

Applicant Empresa Cubana Del Tabaco (Cubatabaco)
P.O. Address O'Reilly No. 104, Ciudad Habana, Cuba

Goods or Services Tobacco products in International Class 34.
Date of First use

34
17

742915 — T

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BEHIKE

BEHIKE

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PUBLISHED
JUN 27 198

REGISTERED
SEP 1 9
PAT. & T.M. OFFICE
1557163

Attorney
Address

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**** USER ID IS ex415369 *****
    # OF MARKS    # DISPLAYED  SEARCH
1:          8            8   PHRASCH EMPRESA CUBANA/OW
2:          1            1   PHRASCH :BEHIK:
3:          0            0   PHRASCH :BEHICK:
LLO FROM SDC/ORBIT IV.  (09/12/88  10:56 A.M.  EASTERN TIME)
 ARE NOW CONNECTED TO THE ACTIVE TRADEMARK DATABASE.
RCH AUDITING IS NO LONGER IN EFFECT.
MERRIMETING IS NOW IN EFFECT.

  881:        1810            1   /DC 02,03,01
  883:          99            1   /DC 02,03,17
  885:        1538            1   /DC 02,03,02
  884:           6            6   /DC 1&2&3
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UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

REGISTRATION NO. 1557163 SERIAL NO. 73/742915 PAPER NO.
MAILING DATE: 02/12/96

MARK: BEHIKE (AND DESIGN)

REGISTRANT: EMPRESA CUBANA DEL TABACO

CORRESPONDENCE ADDRESS:
HOWARD N. ARONSON
RABINOWITZ, BOUDIN, STANDARD, ET AL.
740 BROADWAY
FIFTH FLOOR
NEW YORK, NY 10003-9518

Please furnish the following in all correspondence:

1. Your phone number and zip code.
2. Mailing date of this action.
3. Affidavit-Renewal Examiner's name.
4. The address of all correspondence not containing fees should include the words "Box 5".
5. Registration No.

RECEIPT IS ACKNOWLEDGED OF THE SUBMITTED REQUEST UNDER:

SECTION 8 OF THE TRADEMARK STATUTE AND 37 CFR SECS. 2.161-2.166.

YOUR REQUEST FULFILLS THE STATUTORY REQUIREMENTS AND HAS BEEN ACCEPTED.

FRANCES A. PFOHL
AFFIDAVIT-RENEWAL EXAMINER
TRADEMARK EXAMINING OPERATION
(703) 308-9500 EXT. 37

POST REGISTRATION REVIEW WORKSHEET

Name: _____ Date _____ Reg. No: _____

I certify all information in the database matched the information in the file and no corrections were required.

INSTRUCTIONS: If the information in the database does not match the information in the file, the reviewer should check the ERROR column. After correction (text editing), the EDITED column should be checked. RETAIN IN FILE

Screen	Error	Edit		Error found during review requiring amendment of:
			AM	Mark: Word _____ Drawing Code _____ New Drawing: Yes _____ No _____
			AM	Mark Type:
MK			AM	Register:
			AM	Amended Register: _____ Date Register Amended: _____
			CL	Prime Classificaton:
CL			CL	Class Status Active _____ Inactive _____ Class Status Date: _____
			CL	International Class: Add _____ Delete _____ Reclassify _____
			CL	U.S. Class: Add _____ Delete _____ Reclassify _____
			GS	Goods and Services:
			DL	Deleted Goods [ ] Less Goods (( ))
			AT	Attorney Name:
CD		/	CD	Correspondence: Name ✓ St. Address ✓ City/St/Cntry ✓ Zip ✓
			DR	Domestic Representative:
AC			AO	Amended/Registration Statement:
			BO	Certification of Correction Statement:
			PY30	Registrant: _____ Name
			PY	_____ Entity Type
			PY	_____ Citizenship/State of Inc.
			PY	Address _____ Inter _____ City _____ State/Co _____ Zip _____
			EN	Entity Statement:
			CO	Composed of Statement:
			DB	Doing Business As (DBA) or (AKA) or (TA) Statement
PY			NC30	
			PY	Registrant _____ Name
			PY	_____ Entity Type
			PY	_____ Citizenship/State of Inc.
			PY	Address _____ Inter _____ City _____ State/Co _____ Zip _____
			EN	
			CO	
			DB	
			NC	
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OTHER:

REMARK:

I certify that all corrections have been entered in accordance with the above instructions and text editing guidelines.

AZ 1-31-96

TEXT EDITOR DATE

#100/372

PR

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Empresa Cubana del Tabaco, d.b.a. Cubatabaco
Mark: BEHIKE and Design
Registration No.: 1,557,163
Int'l Class: 34

DECLARATION OF EXCUSABLE NONUSE UNDER SECTION 8

JUAN EDUARDO GONZALEZ PEREZ declares under penalty of perjury under the laws of the United States of America, pursuant to 28 U.S.C. § 1746, that:

1. I am an officer of Empresa Cubana del Tabaco ("the Empresa"), a corporation organized under the laws of the Republic of Cuba, and am authorized to execute this declaration on behalf of said corporation.

2. Said corporation is the owner of the above-identified registration issued on September 19, 1989.

3. The mark, BEHIKE and Design, is not in use in commerce in the United States solely because any such use is prohibited by the United State Treasury Department's Cuban Assets Control Regulations, 31 C.F.R. 515.201(b) ("the regulations"). The regulations implement the United States' total trade and financial embargo against Cuba and Cuban nationals. They prohibit, inter alia, the importation of any goods in which Cuba or any Cuban national has any interest of any nature whatsoever, direct or indirect; prohibit the transfer of any property or property interest, including the licensing of trademarks, from any Cuban national to any person subject to the jurisdiction of the United States, and prohibit any payment to Cuba or a Cuban national. Thus, the Cuban Assets Control Regulations prohibit the Empresa, a Cuban national, 31 C.F.R. 515.302(a)(2), from using the mark BEHIKE

[illegible] 1557[illegible] 0 372 100.00 CK

and design in commerce in the United States.

4. The Regulations explicitly provide that Cuban entities can register trademarks in the United States, 31 CFR § 515.527(a)(1), despite the fact that the Regulations also prohibit these entities from using the marks in commerce in the United States. Thus, this indicates that the intent of the United States is to provide protection to the trademarks of Cuban businesses during the period of time that trade between Cuba and the United States is prohibited, and that the United States does not intend for the embargo to be permanent.

5. The Empresa intends to sell and transport goods using this mark in the United States as soon as the above-cited prohibition is lifted. That the Empresa is currently using the mark in trade in other countries, where there are no prohibitions on trade, demonstrates that it has the requisite intent to use the mark in commerce, has not abandoned the mark and is not merely seeking to reserve a right in the mark.

6. The special circumstances of the trade embargo with Cuba excuse as a matter of law the Empresa's nonuse of the mark, as the nonuse is not due any intention to abandon the mark.

DECLARATION

The undersigned being hereby warned that wilful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such wilful false statements may jeopardize the validity of this document, declares that he is properly authorized to execute this document on behalf of the registrant; the registrant is the owner of the above identified registration; the trademark is not in use in the

United States for the reasons stated above; and all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.

EMPRESA CUBANA DEL TABACO

By_____
Juan Eduardo Gonzalez Perez
Vice Director

Date JULY 21, 1995

POWER OF ATTORNEY

Registrant hereby appoints as its attorneys, Michael Krinsky, Esq., Eric M. Lieberman, Esq., and Caroline Rule, members of the Bar of the State of New York, jointly and severally, with offices at Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., 740 Broadway, Fifth Floor, New York, New York 10003-9518, with full powers of substitution, association and revocation, including the appointment of associate counsel, to file this Declaration and to transact all business in the Patent and Trademark Office in connection therewith, all correspondence to be sent to them at their foregoing address.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., 740 Broadway, Fifth Floor, New York, New York 10003-9518, is hereby designated registrant's representative upon whom notice of process in proceedings affecting the mark may be served.

EMPRESA CUBANA DEL TABACO

By: _____
Juan Eduardo Gonzalez Perez
Vice Director

Date: JULY 21, 1995

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Empresa Cubana del Tabaco, d.b.a. Cubatabaco
Mark: BEHIKE and Design
Registration No.: 1,557,163
Int'l Class: 34

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2. Said corporation is the owner of the above-identified registration issued on September 19, 1989.

3. The mark, BEHIKE and Design, is not in use in commerce in the United States solely because any such use is prohibited by the United State Treasury Department's Cuban Assets Control Regulations, 31 C.F.R. 515.201(b) ("the regulations"). The regulations implement the United States' total trade and financial embargo against Cuba and Cuban nationals. They prohibit, inter alia, the importation of any goods in which Cuba or any Cuban national has any interest of any nature whatsoever, direct or indirect; prohibit the transfer of any property or property interest, including the licensing of trademarks, from any Cuban national to any person subject to the jurisdiction of the United States, and prohibit any payment to Cuba or a Cuban national. Thus, the Cuban Assets Control Regulations prohibit the Empresa, a Cuban national, 31 C.F.R. 515.302(a)(2), from using the mark BEHIKE

and design in commerce in the United States.

4. The Regulations explicitly provide that Cuban entities can register trademarks in the United States, 31 CFR § 515.527(a)(1), despite the fact that the Regulations also prohibit these entities from using the marks in commerce in the United States. Thus, this indicates that the intent of the United States is to provide protection to the trademarks of Cuban businesses during the period of time that trade between Cuba and the United States is prohibited, and that the United States does not intend for the embargo to be permanent.

5. The Empresa intends to sell and transport goods using this mark in the United States as soon as the above-cited prohibition is lifted. That the Empresa is currently using the mark in trade in other countries, where there are no prohibitions on trade, demonstrates that it has the requisite intent to use the mark in commerce, has not abandoned the mark and is not merely seeking to reserve a right in the mark.

6. The special circumstances of the trade embargo with Cuba excuse as a matter of law the Empresa's nonuse of the mark, as the nonuse is not due any intention to abandon the mark.

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EMPRESA CUBANA DEL TABACO

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Vice Director

Date JULY 21, 1995

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EMPRESA CUBANA DEL TABACO

By: _____
Juan Eduardo Gonzalez Perez
Vice Director

Date: JULY 21, 1995

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: Empresa Cubana del Tabaco, d.b.a. Cubatabaco
Mark: BEHIKE and Design
Registration No.: 1,557,163
Int'l Class: 34

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3. The mark, BEHIKE and Design, is not in use in commerce in the United States solely because any such use is prohibited by the United State Treasury Department's Cuban Assets Control Regulations, 31 C.F.R. 515.201(b) ("the regulations"). The regulations implement the United States' total trade and financial embargo against Cuba and Cuban nationals. They prohibit, inter alia, the importation of any goods in which Cuba or any Cuban national has any interest of any nature whatsoever, direct or indirect; prohibit the transfer of any property or property interest, including the licensing of trademarks, from any Cuban national to any person subject to the jurisdiction of the United States, and prohibit any payment to Cuba or a Cuban national. Thus, the Cuban Assets Control Regulations prohibit the Empresa, a Cuban national, 31 C.F.R. 515.302(a)(2), from using the mark BEHIKE

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United States for the reasons stated above; and all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.

EMPRESA CUBANA DEL TABACO

By_____
Juan Eduardo Gonzalez Perez
Vice Director

Date JULY 21, 1995

POWER OF ATTORNEY

Registrant hereby appoints as its attorneys, Michael Krinsky, Esq., Eric M. Lieberman, Esq., and Caroline Rule, members of the Bar of the State of New York, jointly and severally, with offices at Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., 740 Broadway, Fifth Floor, New York, New York 10003-9518, with full powers of substitution, association and revocation, including the appointment of associate counsel, to file this Declaration and to transact all business in the Patent and Trademark Office in connection therewith, all correspondence to be sent to them at their foregoing address.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., 740 Broadway, Fifth Floor, New York, New York 10003-9518, is hereby designated registrant's representative upon whom notice of process in proceedings affecting the mark may be served.

EMPRESA CUBANA DEL TABACO

By: _____
Juan Eduardo Gonzalez Perez
Vice Director

Date: JULY 21, 1995

RABINOWITZ, BOUDIN, STANDARD, KRINSKY & LIEBERMAN, P.C.
ATTORNEYS AT LAW
740 BROADWAY AT ASTOR PLACE
NEW YORK, N.Y. 10003-9518

TELEPHONE (212) 254-1111
CABLE "RABOUDIN, N.Y." TELEX 225028
FACSIMILE (212) 674-4614

LEONARD B. BOUDIN (1912-1989)
MICHAEL KRINSKY
ERIC M. LIEBERMAN
HILLARY RICHARD

THOMAS C. VILES
LAURIE EDELSTEIN*
CAROLINE RULE
MICHAEL LUDWIG
LAURENCE HELFERS

*ADMITTED IN CALIFORNIA ONLY
‡ADMITTED IN PENNSYLVANIA AND NEW JERSEY ONLY

COUNSEL
VICTOR RABINOWITZ
MICHAEL B. STANDARD
LEONARD I. WEINGLASS
ELLEN J. WINNER
DEBRA EVENSON
TERRY GROSS

August 16, 1995

VIA CERTIFIED MAIL

Assistant Commissioner for Trademarks
Post-Registration Division
2900 Crystal Drive
Arlington, Virginia 22202-3513

Re: Behike and design; registration no. 1,557,163

Dear Sir/Madam:

Enclosed please find an original and two copies of a "Declaration of Excusable Nonuse Under Section 8" in reference to the above-listed trademark registration, along with a check for $100 for the filing fee for this declaration.

Any questions or comments about this should be addressed to me. Rabinowitz, Boudin, Standard, Krinsky & Lieberman represents Empresa Cubana del Tabaco, the registrant.

Thank you for your attention.

Sincerely yours,

Caroline Rule

Caroline Rule

CR/mp

Enclosures

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
2900 Crystal Drive
Arlington, VA 22202-3513

February 9, 1995

Caroline Rule
Rabinowitz, Boudin, Standard, et al.
740 Broadway at Astor Place
New York NY 10003-9518

In re: Registration No. 1,557,163 for the mark BEHIKE and Design

Receipt is acknowledged of the paper submitted under the nonuse provision of Section 8 of the Trademark Act.

The date of execution of the paper is set forth as July 21, 1994. Such a date of execution would be before the beginning of the fifth year following the date of registration. A newly-executed affidavit must be filed **on or before September 19, 1995 in order to avoid cancellation.**

In addition, the paper was not notarized nor in the form of a declaration and the Section 8 fee of $100 was not submitted. A properly executed affidavit or declaration and fee must be received no later than the date specified above.

F. A. Pfohl

Frances A. Pfohl
Affidavit/Renewal Examiner
Post Registration Division
Office of Trademark Services
(703) 308-9500 Ext. 127

PR

RABINOWITZ, BOUDIN, STANDARD, KRINSKY & LIEBERMAN, P.C.
ATTORNEYS AT LAW
740 BROADWAY AT ASTOR PLACE
NEW YORK, N.Y. 10003-9518

TELEPHONE (212) 254-1111
CABLE "RABOUDIN, N.Y." TELEX 225028
FACSIMILE (212) 674-4614

LEONARD B. BOUDIN (1912-1989)
MICHAEL KRINSKY
ERIC M. LIEBERMAN
DAVID GOLOVE
HILLARY RICHARD

THOMAS C. VILES
LAURIE EDELSTEIN*
CAROLINE RULE
MICHAEL LUDWIG

*ADMITTED IN CALIFORNIA ONLY

COUNSEL
VICTOR RABINOWITZ
MICHAEL B. STANDARD
LEONARD I. WEINGLASS
JOHN MAGE
JUDITH LEVIN
ELLEN J. WINNER
DEBRA EVENSON
TERRY GROSS

August 16, 1994

VIA CERTIFIED MAIL

Assistant Commissioner for Trademarks
Post-Registration Division
2900 Crystal Drive
Arlington, Virginia 22202-3513

Re: Behike and design; registration no. 1,557,163

Dear Sir/Madam:

Enclosed please find an original and three copies of a "Declaration of Excusable Nonuse Under Section 8" in reference to the above-listed trademark registration.

Any questions or comments about this should be addressed to me. Rabinowitz, Boudin, Standard, Krinsky & Lieberman represents Empresa Cubana del Tabaco, the registrant.

Thank you for your attention.

Sincerely yours,

Caroline Rule

Caroline Rule

TRADEMARK MAILROOM
REC'D
AUG 1 3 1994
PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: BEHIKE and Design
Registration No.: 1,557,163
Int'l Class: 34

DECLARATION OF EXCUSABLE NONUSE UNDER SECTION 8

The undersigned declares that:

1. I am an officer of Empresa Cubana del Tabaco (the "Empresa"), a corporation organized under the laws of the Republic of Cuba, and am authorized to execute this declaration on behalf of said corporation.

2. Said corporation is the owner of the above-identified registration issued on September 19, 1989.

3. The mark, BEHIKE and Design, is currently in use in commerce in Cuba and in numerous other countries, but is not currently in use in the United States.

4. This mark is not in use in commerce in the United States solely because any such use is prohibited by the United States Treasury Department's Cuban Assets Control Regulations, 31 C.F.R. 515.201(b). These regulations implement the United States' total trade and financial embargo against Cuba and Cuban nationals. They prohibit, inter alia, the importation of any goods in which Cuba or any Cuban national has any interest of any nature whatsoever, direct or indirect; prohibit the transfer of any property or property interest, including the licensing of trademarks, from any Cuban national to any person subject to the jurisdiction of the United States, and prohibit any payment to

Cuba or a Cuban national. Thus, the Cuban Assets Control Regulations prohibit Empresa, a Cuban national, 31 C.F.R. 515.302(a)(2), from using the mark BEHIKE and design in commerce in the United States.

5. The Regulations explicitly provide that Cuban entities can register trademarks in the United States, 31 CFR § 515.527(a)(1), despite the fact that the Regulations also prohibit these entities from using the marks in commerce in the United States. Thus, this indicates that the intent of the United States is to provide protection to the trademarks of Cuban businesses during the period of time that trade between Cuba and the United States is prohibited, and that the United States does not intend for the embargo to be permanent.

6. The Empresa intends to sell and transport goods using this mark in the United States as soon as the above-cited prohibition is lifted. That the Empresa is currently using the mark in trade in other countries, where there are no prohibitions on trade, demonstrates that it has the requisite intent to use the mark in commerce, has not abandoned the mark and is not merely seeking to reserve a right in the mark.

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POWER OF ATTORNEY

Registrant hereby appoints as its attorneys, Michael Krinsky, Esq., and Eric M. Lieberman, Esq., members of the Bar of the State of New York, jointly and severally, with offices at Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., 740 Broadway, Fifth Floor, New York, New York 10003-9518, with full powers of substitution, association and revocation, including the appointment of associate counsel, to file this Declaration and to transact all business in the Patent and Trademark Office in connection therewith, all correspondence to be sent to them at their foregoing address.

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Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., 740 Broadway, Fifth Floor, New York, New York 10003-9518, is hereby designated registrant's representative upon whom notice of process in proceedings affecting the mark may be served.

EMPRESA CUBANA DEL TABACO

By: _____
Francisco Rafael Padron Perez
Director

Dated: July 21, 1994

TRADEMARK MAILROOM
REC'D
AUG 1 8 1994
OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: BEHIKE and Design
Registration No.: 1,557,163
Int'l Class: 34

DECLARATION OF EXCUSABLE NONUSE UNDER SECTION 8

The undersigned declares that:

1. I am an officer of Empresa Cubana del Tabaco (the "Empresa"), a corporation organized under the laws of the Republic of Cuba, and am authorized to execute this declaration on behalf of said corporation.

2. Said corporation is the owner of the above-identified registration issued on September 19, 1989.

3. The mark, BEHIKE and Design, is currently in use in commerce in Cuba and in numerous other countries, but is not currently in use in the United States.

4. This mark is not in use in commerce in the United States solely because any such use is prohibited by the United States Treasury Department's Cuban Assets Control Regulations, 31 C.F.R. 515.201(b). These regulations implement the United States' total trade and financial embargo against Cuba and Cuban nationals. They prohibit, inter alia, the importation of any goods in which Cuba or any Cuban national has any interest of any nature whatsoever, direct or indirect; prohibit the transfer of any property or property interest, including the licensing of trademarks, from any Cuban national to any person subject to the jurisdiction of the United States, and prohibit any payment to

Cuba or a Cuban national. Thus, the Cuban Assets Control Regulations prohibit Empresa, a Cuban national, 31 C.F.R. 515.302(a)(2), from using the mark BEHIKE and design in commerce in the United States.

5. The Regulations explicitly provide that Cuban entities can register trademarks in the United States, 31 CFR § 515.527(a)(1), despite the fact that the Regulations also prohibit these entities from using the marks in commerce in the United States. Thus, this indicates that the intent of the United States is to provide protection to the trademarks of Cuban businesses during the period of time that trade between Cuba and the United States is prohibited, and that the United States does not intend for the embargo to be permanent.

6. The Empresa intends to sell and transport goods using this mark in the United States as soon as the above-cited prohibition is lifted. That the Empresa is currently using the mark in trade in other countries, where there are no prohibitions on trade, demonstrates that it has the requisite intent to use the mark in commerce, has not abandoned the mark and is not merely seeking to reserve a right in the mark.

7. The special circumstance of the trade embargo with Cuba excuse as a matter of law the Empresa's nonuse of the mark, as the nonuse is not due any intention to abandon the mark.

POWER OF ATTORNEY

Registrant hereby appoints as its attorneys, Michael Krinsky, Esq., and Eric M. Lieberman, Esq., members of the Bar of the State of New York, jointly and severally, with offices at Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., 740 Broadway, Fifth Floor, New York, New York 10003-9518, with full powers of substitution, association and revocation, including the appointment of associate counsel, to file this Declaration and to transact all business in the Patent and Trademark Office in connection therewith, all correspondence to be sent to them at their foregoing address.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C., 740 Broadway, Fifth Floor, New York, New York 10003-9518, is hereby designated registrant's representative upon whom notice of process in proceedings affecting the mark may be served.

EMPRESA CUBANA DEL TABACO

By: _____
Francisco Rafael Padron Perez
Director

Dated: July 21, 1994

TRADEMARK MAILROOM
REC'D
AUG 1 8 1994
US PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

7

Mark: BEHIKE and Design
Registration No.: 1,557,163
Int'l Class: 34

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6. The Empresa intends to sell and transport goods using this mark in the United States as soon as the above-cited prohibition is lifted. That the Empresa is currently using the mark in trade in other countries, where there are no prohibitions on trade, demonstrates that it has the requisite intent to use the mark in commerce, has not abandoned the mark and is not merely seeking to reserve a right in the mark.

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EMPRESA CUBANA DEL TABACO

By: _____
Francisco Rafael Padron Perez
Director

Dated: July 21, 1994

MAILROOM RECD AUG 1 8 1994 7 TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark: BEHIKE and Design
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EMPRESA CUBANA DEL TABACO

By:_____
Francisco Rafael Padron Perez
Director

Dated: July 21, 1994

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

NOTICE OF PUBLICATION UNDER 12(a)

1. Serial No.:
73/742,915

2. Mark:
BEHIKE
and design

3. Applicant:
EMPRESA CUBANA DEL TABACO

4. Publication Date:
JUN. 27, 1989

The mark of the application above identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13 of the Statute or by rules 2.101 and 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained at $9.50 each for domestic orders, or at $11.88each for foreign orders from:

The Superintendent of Documents
U.S. Government Printing Office
Washington,D.C. 20402

By direction of the Commissioner.

PUBLICATION/REGISTRATION REVIEW WORK SHEET

Reviewer: Jackson Ofc: 4 Date: 4/28/89 Serial No. 742915

This application was reviewed for publication/registration. All information in the database matches all information contained in the file wrapper and no corrections to the database were required. _____ (Signature)

INSTRUCTIONS: If information in the data base does not match information in the file wrapper, the reviewer should check (√) the item in Column 2. After correction (text editing), Column 3 should be checked (√). ***NOTE: RETAIN IN FILE WRAPPER***

1 Screen Code	2 Error √	3 Edited	4 Error Found During Review Requiring Amendment of:
MK	✓	✓	Mark: Words [ ] Drawing Code [✓ 3T21
AM			Mark Type:
			Register:
			Amended Register ? [ ] Date Register Amended:
CL			Prime Classification
			Class Status: Active [ ] Inactive [ ] Class Status Date:
			International Class: Add [ ] Delete [ ] Reclassify [ ]
			U.S. Class: Add [ ] Delete [ ] Reclassify [ ]
			Date of First Use:
			Date of First Use in Commerce:
AF			Use in Another Form: Prime Class [ ]
GS			Goods and Services
CS			Certification Statement
AT			Attorney Name
CD			Correspondence: Name [ ] Internal & Street Address [ ] City & State or Country [ ] Zip [ ]
DR			Domestic Representative
CU			Concurrent Use Statement
DM			Description of Mark Statement
D1/DØ			Disclaimer
LS			Lining and Stippling Statement
NØ			Name/Portrait Description/Consent Statement
TF			Section 2(f): Entire Mark [ ] In Part [ ] Limitation Statement [ ]
TR			Translation of Words in Mark Statement
FN			Foreign Entry Number:
			Country of Origin:
			Foreign Application Number: Filing Date:
			Foreign Registration Number: Registration Date:
	✓	✓	Foreign Registration Expiration Date:
			Renewed: Foreign Registration Number: Renewal Date:
			Renewed: Foreign Registration Expiration Date:
			Priority Claimed: Section 44(d)
NC99			Assignment or Name Change
PR			Prior U.S. Registrations: Registration Numbers:
PY			Applicant: Name
PY/EN			Applicant: Entity Type [ ] Entity Statement [ ]
PY			Applicant: Citizenship
CO			Composed of Statement:
DB			Doing Business As (DBA) or Also Known As (AKA) Statement:
PY			Applicant: Address: Internal [ ] Street [ ] City [ ] State/Country [ ] Zip Code [ ]

Other:

All indicated corrections have been entered in the data base in accordance with the above instructions and text editing guidelines. _____ (Text Editor) Date: 5-4

AMENDMENT WORK SHEET

Name: Nelson Ofc: 4 Date: 4/6/89 Serial No. 742915

INSTRUCTIONS: If data base information must be amended, the R&A Clerk should check (√) the "Amended" column. The text editor should check (√) the "Entered" column after the amendment has been entered in the data base. ***RETAIN IN FILE WRAPPER***

Screen Code	Amended √	Entered √	Amendment To:
AM			Amended To - Register:
PY			Applicant: [ ] Name [ ] Address [ ] Entity Type [ ] Citizenship/State of Incorporation
EN			Entity Statement:
NC			Assignment or Name Change Statement:
AT			Attorney Name:
CS			Certification Statement:
CO			Composed of Statement:
CU			Concurrent Use Statement:
CD			Correspondence: [ ] Name: [ ] Address:
CL			Date of First Use:
CL			Date of First Use in Commerce:
DM			Description of Mark Statement:
DB			Doing Business As (DBA) or Also Known As (AKA) Statement:
D1/D0			Disclaimer:
DR			Domestic Representative:
AM			Filing Date:
FN			Foreign Registration: [ ] Country: [ ] Application Date: [ ] Registration Date: [ ] Renewal Date:
CL/GS	√	/	Goods and Services:
CL		/	International Class:
LS	√	/	Lining and Stippling Statement:
MK			Mark Drawing Code: New Drawing: [ ] Yes [ ] No
AM		/	Mark Type:
NØ	/	/	Name/Portrait Description Statement:
PR	√	/	Prior U.S. Registrations:
TF		/	Section 2(f): [ ] Entire Mark [ ] In Part [ ] Limitation Statement
TR	√	/	Translation Statement:
CL			U.S. Class:
AF			Use in Another Form:

Other Information or Amendments:

All indicated amendments have been entered in the data base in accordance with the above instructions and text editing guidelines: VM (Text Editor) Date: 4/10/89

2/A TM

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : EMPRESA CUBANA DEL TABACO

Ser. No. : 73/742,915

Filed : July 29, 1988

Trademark : BEHIKE AND DESIGN

Class : 34

Trademark Attorney: Sue Carruthers
Law Office 4

Certificate of Mailing
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231 on March 20, 1989

Howard N. Aronson, Atty.

89 MAR 30 AM 8:38

= =

Box 5
Hon. Commissioner of Patents
and Trademarks
Washington, D. C. 20231

RESPONSE TO OFFICIAL ACTION DATED SEPTEMBER 21, 1988

Sir:

This Communication is responsive to the Official Action dated September 21, 1988.

In the identification of goods, please delete "and any other smoker's articles."

Please rewrite the color-lining statement to read:

--The drawing of the mark is lined for the colors yellow and gold.--

Please insert the following into the application where appropriate:

--Applicant is the owner of registration No. 1,441,404. --; and

--BEHIKE can be translated into English as Indo-Cuban witch doctor. --

R E M A R K S:

Reconsideration of this application in view of the Remarks herein is respectfully requested.

As required by the Trademark Examining Attorney, Sue Carruthers, Applicant has deleted the indefinite term "and any other smoker's articles" from the identification of goods.

Applicant has also inserted into the application a definition of the mark and a statement as to ownership of pending registration No. 1,441,404.

Since the application was not filed within a reasonable time after it was signed, the Examiner has required that Applicant submit a statement that the mark is still in use and that such statement be verified by an affidavit or declaration. The instant application is a Sec. 44 application based upon Applicant's Cuban registration, and not based upon actual usage. In view of this and pursuant to the Rules of the Patent and Trademark Office, Applicant did not have to submit either specimens of the mark or a claim of use. Therefore, to require that such claim now be made is contrary to the basis of the application. The rule which the Examiner bases the requirement upon relates to "use" applicants only. Further, as long as the underlying foreign registration is still effective, i.e. has not expired or been

cancelled, the subsequently filed U.S. application upon which it is based is effective.

Therefore, it is respectfully requested that the Examiner withdraw her requirement for such a Statement of use in view of the foregoing.

Since all formal matters have now been taken care of and a search of the Patent and Trademark Office records has failed to show that the mark, when applied to Applicant's goods, so resembles another mark as to be likely to cause confusion, deception or mistake, this mark is deemed to be in condition for publication and an early notice to that effect is earnestly solicited.

Respectfully submitted,

LACKENBACH SIEGEL MARZULLO
& ARONSON, P.C.

By _____
HOWARD N. ARONSON
For the Firm
Penthouse Suite
One Chase Road
Scarsdale, New York 10583
(914) 723-4300

Dated: March 20, 1989
HNA/KG

U.S. DEPARTMENT OF COMMERCE - Patent and Trademark Office

IN REPLY REFER TO THE FOLLOWING AND THE FILING DATE:

SERIAL NO.	APPLICANT	Paper No.
73/742915	EMPRESA CUBANA DEL TABACO	

MARK
BEHIKE AND DESIGN

ADDRESS
HOWARD N. ARONSON
LACKENBACH SIEGEL MARZULLO & ARONSON, PC
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NY 10583

ACTION NO. 01

MAILING DATE 09/21/88

ADDRESS: Commissioner of Patents and Trademarks Washington, DC 20231

The address of all correspondence not containing fee payments should include the word "Box 5."

FORM PTO-1525 (2-84) U.S. DEPT. OF COMM. PAT. & TM OFFICE

Also furnish: (1) Serial number of application, (2) The mark, (3) Examining Attorney's name and Law Office number, (4) Mailing date of this action, and (5) Applicant's name (or applicant's attorney), telephone number and zip code.

A PROPER RESPONSE TO THIS OFFICE ACTION MUST BE RECEIVED WITHIN 6 MONTHS FROM THE DATE OF THIS ACTION IN ORDER TO AVOID ABANDONMENT.

742915

The assigned Examining Attorney has reviewed the referenced application and determined the following.

The Applicant did not file this application within a reasonable time after the application was signed. A reasonable time is about eight weeks for United States applicants or about twelve weeks for foreign applicants. For this reason the Applicant must submit a statement that the mark is still in use verified by an affidavit or a declaration under 37 C.F.R. Section 2.20. TMEP section 803.04.

The words "and any other smoker's articles" are indefinite for registration purposes and must be deleted. Specific items may be named. TMEP section 804.

The Applicant must indicate whether "Behike" has any significance in the relevant trade, any geographical significance or any meaning in a foreign language. 37 C.F.R. Section 2.61(b).

If the Applicant is the owner of Registration No. 1,441,404, the Applicant must submit a claim of ownership. 37 C.F.R. Section 2.36; TMEP section 903.

Applicant has claimed the colors yellow, ore, black and white. The drawing is lined only for yellow, and there are no color-lining codes for ore, black or white. Therefore, the color-lining statement should be amended to read: "The drawing is lined for yellow."

The Examining Attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d) (1986). TMEP section 1105.01.

Sue Carruthers

SC/lr

Sue Carruthers
Trademark Attorney
Law Office 4
(703) 557-9304
Serial No. 742915

8/1 IN THE UNIT STATES PATENT AND TRAD ARK OFFICE
APPLICATION FOR TRADEMARK OR SERVICE MARK REGISTRATION

#200.00-301-TM 74291

MAIL ROOM JUL 29 1988 34 PAT. & TRADEMARK OFF.

Mark BEHIKE

Class(es) International Class 34

To the Commissioner of Patents and Trademarks:

DB

F4 C3 CUX

[Empresa Cubana Del Tabaco], trading as [CUBATABACO]
(Name of applicant)

a Cuban corporation
(Citizenship of applicant - or - members of firm - or - jurisdiction in which corporation formed)

[O'Reilly 104 Street
(Complete business address)

F5 CUX

Havana City, Cuba]

The above identified applicant has adopted [and is using]* the trademark (service mark) shown in the accompanying drawing for (goods or services):

[Raw tobacco; cigars, cigarettes, cut tobacco, rappee, ~~manufactured tobacco of all kinds, matches, tobacco-pipes,~~ pipe holders, ashtrays, match boxes, cigar cases, humidors and ~~any other smoker's articles~~] in International Class 34.

34/8,9,1

*Cross out if not applicable.

and requests that said mark be registered in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946.

(Fill in the paragraphs that apply.)

(A) The mark was first used on the goods (or services) on (Date) _____;
was first used in interstate commerce or commerce with the United States on (Date) _____;
and is now in use in such commerce.
The mark is used by applying it to _____
and five (5) specimens showing the mark as actually used are presented herewith.

(B) An application for registration of said mark has been filed in (Country) _____
under Application No. _____, dated _____, and a right of priority, under the Union Convention of Paris, 1883 (as amended), based on this application is claimed.

(C) [The mark has been registered in (Country) Cuba
under Registration No. 369/87, dated December 24, 1987], and said registration is now in force and effect. A certified copy of said Registration is included herewith.

LACKENBACH SIEGEL MARZULLO & ARONSON
BURNS & LOBATO, P. C.

TMA-1

The undersigned

(name) Dr. Jesus Duran Rodriguez, declares that he(she)

A - (for individual) believes himself(herself)

B - (for firm) is a member of the applicant firm; that he(she) is authorized to execute this declaration on behalf of said firm; that he(she) believes said firm

C - (for corporation) is a (title of officer) Legal Adviser and an officer of the corporation of applicant corporation and is authorized to execute this declaration on behalf of said corporation; that he(she) believes said corporation

to be the owner of the trademark (service mark) sought to be registered, that to the best of his knowledge and belief no other person, firm, corporation or association has the right to use said mark in commerce, either in the identical form or in such near resemblance thereto as may be likely when applied to the goods of such other person to cause confusion, or to cause mistake, or to deceive; that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or document or any registration resulting therefrom.

DOMESTIC REPRESENTATIVE

F7

[LACKENBACH SIEGEL MARZULLO & ARONSON, P.C.]
whose postal address is
PENTHOUSE SUITE, ONE CHASE ROAD, SCARSDALE, N.Y. 10583 U.S.A.,
is hereby designated applicant's representative upon whom notices or process in proceedings affecting the mark may be served.

POWER OF ATTORNEY

Applicant hereby appoints jointly and severally, with full power of substitution, the power of appointment of an associate attorney and the power of revocation, the following attorneys at law:

JAMES E. SIEGEL *HENRY A. MARZULLO, JR.*
[HOWARD N. ARONSON]

whose address is:

LACKENBACH SIEGEL MARZULLO & ARONSON, P.C.
F6 NY [PENTHOUSE SUITE, ONE CHASE ROAD, SCARSDALE, NEW YORK 10583] U.S.A.
(914) 723-4300 (212) 619-9100

to prosecute this application to register, to transact all business in the United States Patent and Trademark Office in connection therewith, and to receive the Certificate of Registration.

(Signature)

FEB 9 1988

(Date)

Ing.Mario Fernández Finalé
de Invenciones, Información Técnica y Marcas. , Director de la Oficina Nacional

CERTIFICO

Que con fecha veinticuatro de diciembre de mil novecientos ochenta y siete y por el término de diez años, se expidió a favor de: EMPRESA CUBANA DEL TABACO (CUBATABACO) domiciliada en: O'Reilly No.104, Ciudad Habana, Cuba la Inscripción del Certificado No. ciento dieciseis mil novecientos treinta y siete , anotado al número treciento sesenta y nueve de mil novecientos ochenta y siete del Registro de Entrada, que ampara la marca: "BEHIKE"(y Diseño) para distinguir: tabaco en rama; cigarros, cigarilos, cigarrillos, picadura, rapé y otras formas de tabaco elaborado; fósforos, pipas, porta-pipas, ceniceros, fosforeras, petacas, estuches, humidores y otros artículos para el fumador.

Se reivindican los colores: Amarillo, Oro, Negro y Blanco.

en la clase treinta y cuatro de la Clasificación Internacional de Productos y Servicios, encontrándose en todo su vigor y efectos y siendo el diseño que se fija a continuación exactamente igual al que aparece en el expediente.

Y a petición
se expide la
Habana, Rep
ochenta y

dad de La
vecientos

Ing.Mario
DIRECTOR O

CAMARA DE COMERCIO DE LA REPUBLICA DE CUBA
Calle 21 No. 661, Vedado, La Habana (4), Cuba • Cable: Comercio • Apartado 4237 • Telefonos: 30-3356-57-58

I, Eng. Mario Fernández Finalé, Director of the National Office of Inventions, Technical Information and Trade Mark.

CERTIFY

That on December the twenty fourth nineteen hundred and eighty seven and for the term of ten years it was issued in favour of Empresa Cubana del Tabaco., trading as Cubatabaco domiciled at 104 O'Reilly St., City of Havana, Cuba Certificate Registration No. ~~[illegible]~~ number one hundred sixteen thousand nine hundred thirty seven of the General Registry, covering the trademark named "Behike" (and design) to distinguish: raw tobacco, cigars, cigarettes, rappee, cut tobacco and other types of manufactured tobacco; match-boxes, tobacco-pipes, pipe-holders, ashtrays, lighters, cigar-cases, boxes, humidors, and other smoker's articles.

F10
LS

[Colors are claimed: yellow, ore, black and white]

in class thirty-four of the International Classification of Goods and Services, said certificate being in full force and effects and the design affixed hereinafter being exactly the same as the one appearing in the file

BEHIKE

And upon petition by Ada Acosta Martínez, Representative, I issue these presents., the pertinent duties having been paid in the February nineteen hundred and eighty-eight.

Eng. Mario Fernández Finalé
Director

TRANSLATION

742915

MAIL ROOM
JUL 29 1988
PAT. & TRADEMARK OFF.

LACKENBACH SIEGEL MARZULLO & ARONSON

LAW OFFICES
PROFESSIONAL CORPORATION

PATENT AND
TRADEMARK CAUSES

ARMAND E. LACKENBACH
RETIRED

JAMES E. SIEGEL
HENRY A. MARZULLO, JR.
HOWARD N. ARONSON

HENRY Z. FRIEDLANDER
*JORDAN S. WEINSTEIN**
EDWARD T. CALLAHAN

OF COUNSEL
LEROY EASON

NEW YORK

PENTHOUSE SUITE
ONE CHASE ROAD
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41 EAST 42nd STREET
NEW YORK, N.Y. 10017

(914) 723-4300
(212) 619-9100

CABLE ADDRESS
DOWNPAT NY
TELEX
229617 LSMA UR
AUTO TELECOPIER
(914) 725-5674

VIRGINIA

7880 BACKLICK ROAD
SPRINGFIELD, VA 22150
(703) 455-6600

UNITED KINGDOM

NEWEY SIEGEL MARZULLO
& ARONSON
NORMAN H. NEWEY
RESIDENT TRADE MARK AGENT

**ADMITTED IN N.J., PA., D.C.*

PLEASE REPLY TO:

PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE,
NEW YORK 10583

June 27, 1988

Hon. Commissioner of Patents
and Trademarks
United States Patent and Trademark Office
Washington, D.C. 20231

Re: New U.S. Trademark Application
Trademark: BEHIKE

Sir:

Enclosed please find a complete application for registration in the name of EMPRESA CUBANA DEL TABACO, trading as CUBATABACO for the above-identified trademark including a certified Cuban registration with corresponding English translastion thereof, a formal drawing, and a check in the amount of $200 to cover the cost of filing.

Please charge any fees due, or any additional fees or credit any overpayment, to Applicant's attorneys' Deposit Account No. 10-0100. A duplicate copy of this letter is also enclosed should the Deposit Account be necessary.

Acknowledgement of the above would be appreciated by date-stamping the enclosed self-addressed, postage prepaid postcard attached hereto and returning same to the undersigned.

Respectfully submitted,

LACKENBACH SIEGEL MARZULLO
& ARONSON, P.C.

BY Howard N. Aronson (sk)
HOWARD N. ARONSON

HNA/sr
Enclosure
filinglet.

742915

JUL 27 1988

U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

NOTICE OF INCOMPLETE TRADEMARK APPLICATION

REFUSAL NO: 037671

Lackenbach Siegel Marzullo & Aronson
Penthouse Suite
One Chase Road
Scarsdale, NY 10583

MARK: B&H.K&

Materials received on 6/30/88. which were submitted as an application for trademark registration, are incomplete and cannot be accorded a filing date. (See Trademark Rule #2.21, as amended. 1023 TMOG 3). Therefore, all papers and fees, if any, are being returned. If cash or multiple fees were submitted, a PTO refund will be mailed under separate cover. If a check or money order was submitted, it is attached. If charge to a deposit account was authorized, the account will not be charged for this application.

* * * FOR COMPLETE EXPLANATION, SEE BELOW AND REVERSE * * *

1. [ ] The applicant has not been identified by name. Rule 2.21(a)(1).
   [ ] Applicant has not provided an address to which communications can be directed. Rule 2.21(a)(2).
2. [✓] The drawing requirements have not been met. Rule 2.21(a)(3). See attachment.
   [✓] No drawing has been submitted. The Office does *not* prepare drawings.
   [ ] The drawing heading is incomplete. A complete heading includes: applicant's name, applicant's post office address, the dates of first use of the mark anywhere and in commerce (if the basis of the application is use in commerce), and the goods or services recited in the application (or a typical item if a number are recited).
3. [ ] The goods or services in connection with which the mark is used have not been identified. Rule 2.21(a)(4).
4. [ ] The requirements for specimens have not been met. Rule 2.21(a)(5).
   [ ] The materials submitted as specimens are not acceptable because they are merely reproductions of the drawing.
   [ ] No specimen has been submitted.
5. [ ] Rule 2.21(a)(6) lists three conditions regarding use of the mark, at least one of which must be met. It appears that the papers attempt to meet the condition(s) checked below, but they are defective.
   [ ] For use in commerce, the date of first use of the mark in commerce which may lawfully be regulated by Congress must be specified and must be a date prior to the filing date.
   [ ] In order to claim a priority filing date under §44(d) of the Trademark Act (15 U.S.C. 1126d), the U.S. application must be filed within 6 months of the foreign application filing and must identify the foreign country and date of filing.
   [ ] A certification or certified copy of the foreign registration must be submitted.
6. [✓] A filing fee of $ 200.00 is required under §1(b) of the Trademark Act (15 U.S.C. 1051). Rules 2.6 and 2.21 (a)(7).
   [ ] No fee was submitted.
   [ ] Insufficient fee was submitted.
   [✓] An unsigned check was submitted. We could have used your deposit acct.
   [ ] A check drawn on a foreign bank has been submitted. Payment should be drawn on a U.S. bank and immediately negotiable in the United States.
7. [ ] The bulky specimens submitted with this application are being returned.
   [ ] The bulky specimens submitted with this application will not be returned because the Office does not have the capability for packaging and shipping articles of such size or shape. A filing date will not be denied for bulky specimens, but if this application is refiled, specimens complying with the size requirements of Rules 2.56 - 2.58 must be submitted, to avoid delaying publication.

(703)-557-9629

TRADEMARK APPLICATION SERIAL NO. 742915

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

PTO-1555
(5/87)

CODING SHEET FOR PSEUDO MARKS AND DESIGN SEARCH CODES

SERIAL NUMBER 742915

PSEUDO MARK (PM) _____

_____

DESIGN SEARCH CODE(S) (WIPO)

[illegible]			
[illegible]			
[illegible]	250324		
[illegible]	260302		
[illegible]			
250302			

Verify word mark _____

Verify mark drawing code _____

FORM PTO-1562
(3-87)

FORM PTO-1328
REV. 1-83

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

TRADEMARK APPLICATION FILE DATA WORKSHEET

F2	1. SERIAL NUMBER: 742915	2. FILING DATE: 07-29-88	3. LAW OFFICE: 2
		4. REGISTER TYPE: PR	5. MARK DRAWING CODE: 3

F3	1. INT. CL.	2. 1st USE DATE	3. 1st COMMERCE	4. PAID	5. PRIOR U.S. CLASS(ES)	6. GOODS/SERVICES
	034			Y	017	SEE APPLICATION

F4	APPLICANT INFORMATION					F5	ENTRY NO.	APPLICANT ADDRESS
		1. ENTITY	2. ENTRY NO	3. CITIZENSHIP	4. NAME			
	1st	SEE APPLICATION					01	SEE APPLICATION
	2nd						02	
	3rd						03	

F6,7 CORRESPONDENCE ADDRESS (F6) and ATTORNEYS (F7) - SEE APPLICATION

F8	ENTRY NO	COUNTRY CODE	FOREIGN APPLICATION NO	FOREIGN FILING DATE
	01	CUX		
		FOREIGN REGISTRATION NO: 369/87	FOREIGN REGISTRATION DATE: 12241987	EXPIRATION DATE
		RENEWAL REGISTRATION NO	RENEWAL DATE	RENEWAL EXPIRATION DATE
	ENTRY NO.	COUNTRY CODE	FOREIGN APPLICATION NO.	FOREIGN FILING DATE
	02			
		FOREIGN REGISTRATION NO.	FOREIGN REGISTRATION DATE	EXPIRATION DATE
		RENEWAL REGISTRATION NO	RENEWAL DATE	RENEWAL EXPIRATION DATE

F9 PRIOR U.S. REGISTRATIONS - SEE APPLICATION

F10	TEXT TYPE CODE	ADDITIONAL TEXT (SEE APPLICATION OR ENTER TEXT BELOW)
	LS	

EMPLOYEE NUMBER: D.B.

USCOMM-DC 82 277%

NO

SPECIMENS

[redacted]

REQUIRED

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

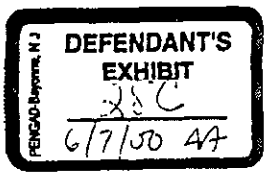
In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 22

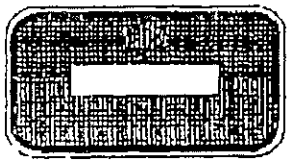


U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Tue Jun 6 04:16:39 EDT 2000

PTO HOME | TRADEMARK | TESS HOME | FREE FORM | STRUCTURED | BROWSE DICT | BOTTOM | HELP **Record 1 out of 1**

Check Status *(This will link to TARR. Use the "Back" button of the Internet Browser to return to TESS)*

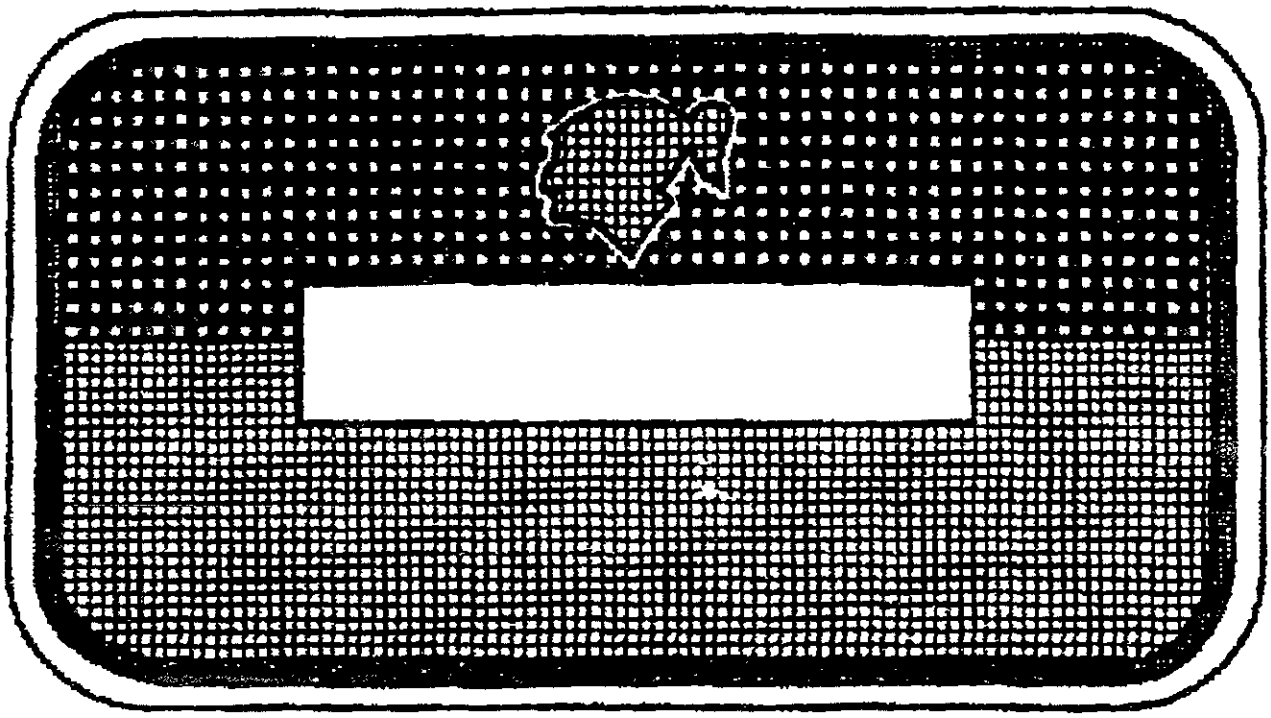


Goods and Services	IC 034. US 002 008 009 017 G & S: raw tobacco, cigars, cigarettes, cut tobacco, rappee, matches, tobacco, tobacco pipes, pipe-holders, ashtrays not of precious metal, match boxes, cigar cases not of precious metal, and humidors
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	020301 020302 020324 250301 250302 261120 261125
Serial Number	75151226
Filing Date	August 16, 1996
Published for Opposition	December 30, 1997
Registration Number	**2145804**
Registration Date	March 24, 1998
Owner	(REGISTRANT) EMPRESA CUBANA DEL TABACO DBA CUBATABACO CORPORATION CUBA O'Reilly No. 104 Ciudad La Habana CUBA
Section 44 Indicator	SECT44
Description of Mark	The mark consists of a rectangular design with rounded corners, a gold outline, the silhouette of a head of an Indian against a black and white dotted background, a white rectangle, and a gold rectangle The mark is lined for the color gold The boldly lined section of the drawing, however, does not indicate color, but is a feature of the mark
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

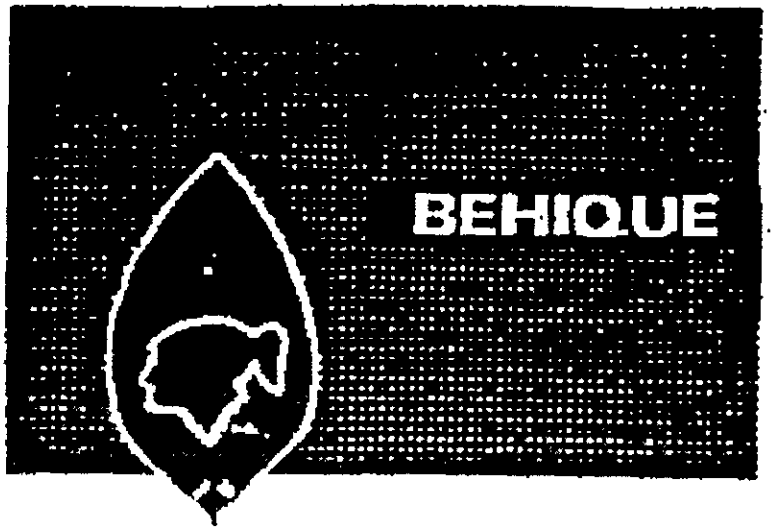
Logout

Please logout when you are done to release system resources allocated for you.

75-151226 DESIGN



73-523552 DESIGN



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

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Norman Summary Judgment Ex. 23

DEFENDANT'S DEPOSITION EXHIBIT 164 7/13/01 AA

HAVANA CELEBRATES

500 years of tobacco bring the world cigar industry to Cuba for symposium and hearty camaraderie.

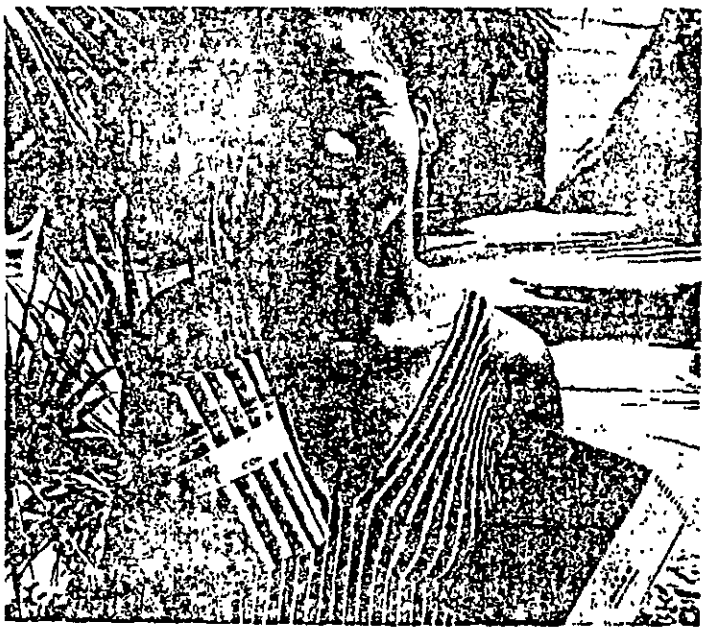
Story and photos by Dr. J. Sebastian Zimmel

Almost exactly 500 years ago, two scouts sent out by Christopher Columbus to explore the interior of the Isle of Cuba encountered cigar-smoking Taino Indians.

Celebrating the historic discovery, Cubatabaco and Tabacalera of Spain co-sponsored an international conference at Havana's Palacio de las Conventiones during November.

About 200 distinguished delegates of the international tobacco and cigar community discussed such important themes as tobacco and the arts, tobacco and health, and tobacco and economics (agriculture, manufacture and trade). Participants also enjoyed an interesting cultural and sightseeing program in Cuba's tobacco heartland.

Most of the delegates stayed in the lovely, renovated Hotel Nacional de Cuba overlooking the Bay of Havana. It was a unique thrill to savor a Havana cigar in the hotel's rooftop bar—on one side, the skyline of Havana, on the other, the blue Caribbean Sea.



Built in 1930, the Hotel Nacional de Cuba has accommodated many celebrities over the years, including Winston Churchill, who was privileged to have a Havana cigar size named after him; the Duke and the Duchess of Windsor; foreign presidents; and such film stars as Frank Sinatra, Marlon Brando, Fred Astaire and Rita Hayworth.

The influence of singers, like Nat King Cole, or writers, such as Ernest Hemingway, is omnipresent in Havana.

UNITED BY CIGARS. The Conference was well organized. On the first day, air-conditioned buses full of enthusiastic cigar aficionados drove to the conference hall, which is nestled in the green and peaceful residential area of Miramar.

After his welcome address, Francisco Padron, Cubatabaco's dynamic director, inaugurated an exhibition, "500 Years of the Discovery of Tobacco." Antonio Nunez Jimenez, the famous tobacco historian, presented his book *Colon: Cuba y el Tabaco* (*Columbus: Cuba and Tobacco*). And Jose Manuel Cortell from Spain delivered a paper on the discovery of tobacco.

In the afternoon, Eusebio Leal, historian of the city of Havana, gave a special tour of Colonial Havana. For those who could not follow his

Considered by many to be among the world's best cigars a selection of cohibas.

P12848

At a Cubatabaco press conference from left, Vahé Gérard, a Geneva cigar merchant, G. van Hattem, Lippoei Leaf, Gregorio Socorro, a Canary Islands leaf merchant; and Francisco Padrón, general manager of Cubatabaco

Spanish, it was a pleasure to listen to his brilliant rhetoric.

In a restaurant in La Habana vieja, a cigar-rolling competition took place. Cuba's best *torcedores* had 40 minutes to roll seven different *vitolas*. The winner was Emilio, of the Partagas factory.

A welcome cocktail in the Hotel Nacional gathered delegations from numerous countries, united by their interest in tobacco and cigars.

VISIT TO PARTAGAS. Surely one of the highlights for cigar aficionados was a visit to the Partagas factory. One of the five cigar factories in Havana, it is situated next to the former presidents palace (now the Academy of Sciences), an exact copy of the Capitol building in Washington, D.C.

Ernesto Lopez, the director of the Partagas factory, is responsible for a work force of 450 people. They work only with their hands and have the objective of making 5 million cigars per year. Total production in Cuba is 250 million cigars, of which 80 million are exported.

In the Partagas factory, only the best cigars are made. Their names are rich with history: Partagas, Montecristo, El Rey del Mundo, Cohiba. Before the 1959 revolution, the factory belonged to the Cifuentes family.

The visitors, mostly cigar manufacturers or traders themselves, studied every room and every place of work with great interest. They were shown how the precious Havana leaves are unpacked, moistened, stripped, sorted and then rolled by hand. Each cigar is a masterpiece created by true artists in their profession.

As we entered the big production hall, a hundred *chavetas* (the little cigar-makers' knives) gave us a warm, welcoming rustle. We saw the printing of the lovely lithographs for the cedar-wood cigar boxes. The *anilladores*, who bring on the cigar rings (which are collected by *vitolphilistas* all over the world). The ladies who classify cigars by 90 different shades of brown, from *negro* to *clarisimo*.

In the cool humidor, Ernesto Lopez showed us his treasures: bundles of Churchills, or *esplendidos*, and—most impressive of all—an assortment of pre-1959 Don Joaquin cigars from the old Cifuentes factory. They still breathe the distinct, fine aroma that is unique in the world.

In the Partagas cigar shop, such precious pieces as Montecristo A and Cohiba lanceros, once Fidel Castro's favorite, were on sale.

TOBACCO SYMPOSIUM. Back in the conference hall, Heinrich Villiger presided over papers such as "Origin and Improvement of Black-Leaf Cuban Tobacco" (Eumelio Espino of the Cuban Tobacco Research Institute) or "Tobacco Monopolies in the Free Market" (Manuel Fernandez, president of the Spanish Tobacconists Association). Next, I offered a presentation on "Tobacco and Arts" and showed slides of the lovely collection of the tobacco museum in Vienna.

Robbin Garran of Garran & Rawlins, U.K., spoke on "The Europe of 1993 and Its Effects on Tobacco Marketing." Orlando Artega, president of the Cuban vitolphilistic society and owner of 11,000 cigar rings, spoke on "The Origin of Cigar Rings." Doria Gonzalez, Cuba, delivered a paper on "Tobacco and Business Management."

In a neighboring hall, a roundtable on "Tobacco and Health" with excellent, well-prepared speakers took place.

On the conference's third day, Adargelio Garrido, Cubatabaco's lawyer, gave a presentation on Cubatabaco's international fight for "The Habanos Denomination of Origin."

The question of trademarks is rather delicate, especially in the case of the relationship between Cubatabaco and Tabacalera. Tabacalera is Cubatabaco's biggest customer (28 million Havana cigars in 1991). However, it is an *opposing* party in court in the fight for such vital brands as Montecristo, Partagas and por Larañaga.

Evis Placer from UNETA, the Cuban Union of Tobacco Companies (most farmland is privately owned), gave a survey on the actual situation of Cuban tobacco.

Placer reported that the 1992 crop of cigar tobaccos will be small, but very good. Concerning the promising flue-cured Virginia, this year's crop will be very small—due to the short-

the United States' trade embargo. One cannot deny that the population in Cuba is having a difficult time, but they are not losing their good sense of humor.

Vahe Gerard, well-known tobacconist of Geneva and author of an excellent book on Havana cigars, pleaded for the pleasures of smoking Habanos.

The symposium ended with brilliant speeches by Eusebio Leal on "America's surprise and enchantment" and Adolfo Diaz, deputy Prime Minister of Cuba, who pointed out that tobacco now has a national priority in Cuba. Diaz is convinced that the Cubans will master their current "artificial" situation.

Delicious Cuban lobster, Caribbean drinks and excellent cigars (Cubatabaco presented a special line of Cohiba 1492 cigars to honor the 500th anniversary of the discovery of tobacco) contributed to the relaxed atmosphere at the end of this get-together of the worldwide cigar family. TR

Ernesto Lopez, director of the Partagas cigar factory, proudly presents an assortment of pre-Revolution Havana Cigars, Don Joaquin, made by Cifuentes.

REUNITED

The most touching moment of my 17 years in tobacco occurred when I had the honor to witness the meeting again of Alphons Mayer, of General Cigar, with retired Cuban tobacco expert Vincente, now aged 87, and two of his early cigar industry colleagues.

After 37 years, Mayer and Vincente embraced in Almacen Numero Uno, the warehouse where Cubatabaco stores its most precious wrappers. As they talked, all the years seemed to vanish and the old men were young again. They spoke of the old days as if they happened yesterday.

Mayer, who was recently named tobacco personality of the year by a German tobacco journal, lived in Havana from 1952 to 1955. He knows every corner of the building and can still turn the serones for fermentation and roll his own Havana out of precious capas.

Alphons could not sleep this evening, so we, along with Christian Burger and two young Dutch tabakers, sat for a long time in the Sea View Bar of the Nacional.

There under the Havana stars, just 100 miles away from Key West, with a Cuba libre in one hand and a Cohiba in the other, we developed plans for a worldwide campaign to promote the enjoyment of cigar smoking.

Some pleasures are worth waiting for. — *J.S.Z.*

Meeting after 37 years are (from left) Alphons Mayer, General Cigar; retired Cuban expert Vincente; and Alfredo Salinas of Cubatabaco.

P12850

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
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PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 24

Culbro Corporation

Culbro

Memorandum

To Edgar M. Cullman
Edgar M. Cullman, Jr.
David W. Burgh

From Ron Milstein

Date 1/14/92

ATTORNEY-CLIENT PRIVILEGED
and/or ATTORNEY WORK PRODUCT

Proposed Negotiations with Cuba Re: Cohiba

Object: To secure a license to use the tradedress currently used by Cubatabacco on the packaging and the cigar bands of its Cohiba cigars.

Rationale: To aid GC in successfully repositioning and relaunching its Cohiba brand cigar, it would be useful to exploit the popularity, familiarity, brand recognition and overall success of the Cuban Cohiba. A key factor in that cigar's success is its distinctive tradedress, including the black and orange checkerboard design, the Indian head logo and the other distinctive design elements of the packaging and cigar bands in conjunction with the Cohiba name.

At the present time GC has the exclusive right to use the Cohiba name in the United States by virtue of its ownership of the U.S. trademark registration. The name by itself, however, is not as valuable as it could be were it to be used with the familiar tradedress of the Cuban Cohiba. Together the name and tradedress has a value which far exceeds the value of either without the other.

I. Present Benefits to Cuba:

Negotiation Posture: In order to convince Cuba that allowing GC to use its tradedress will be beneficial to it, the following must be clearly communicated to Cuba:

1. GC intends to invest substantial money and effort in the relaunch, including substantial marketing and advertising support for the brand.

2. GC intends to position its Cohiba at the highest end of the premium market - as a superpremium - and limit distribution to the highest end of the retail market (i.e.: Dunhill).

3. GC intends to bolster the image of the cigar by maintaining it in the highest price category and promoting it as the highest in quality that money can buy.

Confidential And
Privileged

Confidential:
Under Protective Order

Cuba must be assured that GC's Cohiba will reinforce the attributes and image of its own brand, and thereby expand the Cuban Cohiba's potential market. Americans traveling abroad will be sensitized to the unique quality and expensive image by their exposure to GC's Cohiba, and the Cuban Cohiba's sales to Americans traveling overseas will benefit.

II. Future Benefits to Cuba:

Once we can legally sell Cuban cigars in the U.S., Cubatabacco will need to strike some deal with GC in order to sell its Cohiba brand in the U.S. GC's ownership of the U.S. rights to the name Cohiba will prevent the use of the name by Cubatabacco without our permission.

In order to further convince Cuba to allow GC the right to use its tradedress now and once we are able to sell Cuban cigars in the U.S., GC can (a) either agree to enter into a joint venture with Cubatabacco for the manufacture and sale of Cuban Cohibas in the U.S. or (b) offer a license on our name to Cuba whereby GC would be the exclusive marketer and distributor of Cuban Cohibas in the U.S.

If a joint venture is sought, GC can bring the name to the joint venture, its marketing and sales expertise, its existing distribution network, its clout in the U.S. cigar industry, and its unique position in the premium markets. Cuba will supply the finished product. It may also be useful to offer GC's network of raw material suppliers to the joint venture should Cuba find itself in short supply of critical tobacco components. Of course the joint venture's product should be primarily a Cuban tobacco product. The exact terms of the joint venture can be left for later negotiations, however some equitable sharing of costs, expenses and profits should be discussed. We should be free, however, to allow negotiations on those specifics to await a change in political conditions; the situation in Cuba may be of a nature as to make any meaningful production of Cuban Cohiba's impossible.

If a simple license arrangement is entered into with Cuba on the U.S. trademark, then we would structure the license so that in lieu of royalties (or in addition to them) we would have the exclusive right to market and distribute Cuban Cohibas in the U.S.

Benefits to GC and the Joint Venture:

The obvious immediate benefit for GC of such an arrangement is to promote its relaunch of Cohiba and exploit the brand recognition and image of its Cuban cousin. However, long range, the benefit to GC will be shared by the joint venture and our Cuban partner. By positioning the U.S. Cohiba in the way proposed, we would be prepositioning the joint venture product as well. The conversion from a U.S. product to a Cuban product would be almost natural - the quality would be continued from one product to the other, the image continued, the marketing, sales and distribution continued. The only change would be a positive one which would only serve to improve an already renowned, respected and successful product.

Some consideration must be given to the future of the Cuban Cohiba in markets outside of the U.S. GC can position the joint venture to extend beyond a U.S. Cohiba product, if Cuba deems it desirable, perhaps lending support to the Cuban product in Europe. This approach to the joint venture may be more attractive to Cuba if it believes it will need a cash infusion for its cigar making industry after the embargo is lifted.

Legal Considerations:

I have confirmed that the U.S. Office of Foreign Assets Control, a unit of the Treasury Department who regulates compliance with the Cuban embargo, will not consider our negotiations with Cuba to be a violation of the embargo. The safest way to posture the negotiations with OFAC is to emphasize that GC's rights to its trademark registration will be strengthened if this deal is consummated. We can use the opinion of trademark counsel that we have obtained for the purpose of showing how Cuba's sale of cigars with the Cohiba name can be used to challenge GC's U.S. rights in the name. The opinion of counsel also urges that we get Cuba to formally acknowledge our ownership of the name in the U.S. to prevent any claim that we have abandoned the mark through disuse. Although OFAC "bends over backwards" to approve deals which protect a U.S. intellectual property right, I was told that it would be safer to make it clear that no legally binding agreement can be entered into with Cuba now. Our agreement with respect to the joint venture may have a present benefit to Castro's regime even though it is expressly conditioned on the termination of the embargo, since the present government could use the future agreement to comfort its present trading partners. Thus anything we do now must be something less than a legally binding agreement. We can (and I was told that we should) let OFAC see what we propose to do once we reach the agreement stage. They will be helpful in assuring that we do not violate the embargo.

Method of Negotiation:

It seems that the best way to initially reach out to Cuba would be to use Nick Freeman. David and I will be meeting with Nick on January 27 to prepare him for this role. Nick should be told how we want the deal presented and why and we will expect to hear comments from him which will help us in formulating our final negotiating posture. Once we and Nick are in full agreement as to the particulars of GC's positions, we should dispatch Nick to speak directly to Francisco Padron, President of Cubatabacco and a good friend and business partner of Nick and H&F. Nick can report directly back to David and Edgar Cullman, Jr. and if the Cubans have a genuine interest in pursuing the deal direct contact between GC and Cubatabacco should be encouraged. Once the agreement in principle is struck, the lawyers can prepare the documents and secure the necessary approvals.

ah/5282

cf: A. Ross Wollen
John Rano

Confidential:
Under Protective Order

Confidential And
Privileged

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

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Norman Summary Judgment Ex. 25

PX 91

Culbro Corporation

Culbro

Memorandu

To David Burgh

From Jon Milstein

Date 11/20/92

ATTORNEY - CLIENT PRIVILEGED
CONFIDENTIAL

Observations about the Opportunity to do Business in Cuba in the Future

REDACTED

COHIBA

I met with Adargelio Garrido, legal advisor to Cubatabaco (the General Counsel is Jesus Duran) and discussed Cohiba. He acknowledged that we owned the name in the U.S. and that we would be free to sell a cigar under that name there. However, he took exception when I posed a hypothetical which involved our using their design for Cohiba. He asked me to correspond with him to avoid a problem with trademark infringement, although he did not threaten suit. He did tell me that Cubatabaco did not have sufficient resources to police its trademark rights all over the world, although they have been successful on numerous occasions in protecting their marks and the words "Havana", "Cuba:", "Habanos", and "Puros" in Europe. He declined to go after the maker

of The Glory of Cuba cigar in the U.S. citing insufficient resources.

REDACTED

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Ex. 26

PX 88

General Cigar Co., Inc.
a company of Culbro Corporation

Memorandum

To David Burgh Location Bloomfield, CT Date November 16, 19[illegible].

From Alfons Mayer Location Warren, NJ

I. Related Business Information for General Cigar.

A. First item Mr. Padron told me during first direct meeting with him, was that he received a rumor that Consolidated Cigar maybe sold to an European company soon. I felt, since he knew it, it could only be the Spanish Monopoly since they bought the right of the brand names H. Upmann, Montecristo, Por Laranaga from them and wanted to get the rights in USA, as well.

One evening during dinner with Chris Burger, brother of Max Burger, I dropped this rumor on the table to get some more reactions. I got the feeling they are the ones looking at it as he knew and said too expensive.

Later I heard in the States a price tag of $150 million asking price (front office).

B. Meetings with Padron, breakfast and a few short time ones thereafter; I bumped on him the possibility of a Clinton win or a Castro change and an approach of the two countries to lift the embargo. Cuba tobacco he said, would talk to General Cigar via myself to form a 49%/51% partnership company in the USA for all Habana cigars to be imported and leaf tobacco to be imported, as well as license and royalty agreements for 100% Havana short filler brands solely with General Cigar, and/or maybe with other cigar companies as well, always via the 49%/51% partnership with General Cigar Company. Exactly the same set up they have created in the rest of the world.

P.S. I would not be surprised you may see this type of trading all over the world on other commodities, especially due to the expansion of trade wars.

General Cigar is first on his list! We must understand that everything is Cuba tobacco and rather we have 100% of the pie to be split up at 49%/51% then a piece of open competition.

The only risk I see is that at some point the Castro regime always even after such a lifting of the embargo could disappear and a new Government may open up and privatise Cuba tobacco. Ho wever, the trend that I am listening to in Miami, after Castro regime falls, is to leave Cuba tobacco in place and continue to operate with their 49%/51% set up in partnership with the owner families of the pre-Castro factory units, and I think we have a good chance to hold on to such a 49%/51% set up if we are their choice from the first initial set up.

CONFIDENTIAL

GC 004833

C. Chris Burger talked to me that he was going to have a meeting with Padron. He asked me if General Cigar would be interested in a partnership of a Cuban cigar factory to be set up in a free zone near or in Havana via an European hook up. I said to him that I have no authority to talk positive or negative about it but the only person to talk to would be David Burgh. Though I did not say it to him, I could not see what we would get out of it, then only a far away soft shoe in the door. It all depends what type of cigar he was going to make, short filler clear or long filler clear. Later on he told me that he had his meeting with Padron, who said to him, that the idea was interesting, but that at this time they were absolutely not interested in such a venture by Burger Co. or anyone else for that matter as it would deteriate their controls. I also was thinking what is the use to set up a factory in Cuba if you have no control to acquire the raw materials required. Cuba tobacco would have Burger over a barrel and with limited supply. I am sure also that if ever such a venture would come off with anyone you are in a 49%/51% partnership with Cuba tobacco.

D. Cohiba: Ron, who had an opportunity to talk their legal man of Cuba tobacco, whose name Ron probably have noted down, discussed the Cohiba registration in USA. They basically had no legal objection (at this time) to use Cohiba name but would severely object to use the design and colors of the Cohiba brand and would legally fight it via an international route. Having said this, and with all kind of possible developments in hand, I hope we will abide with a peaceful decision to promote our Cohiba designs in the USA.

E. Lippoel Leaf BV and Carl Leoni from Holland for some years have been doing business in Cuba via Gerard Van Hattum. Lippoel took over World tobacco, which was an arm of Dibbrell; the Burley and Fluecured operations and sales in a 49%/51% with Cuba tobacco partnership and also the Redrying Plant of these tobacco that World tobacco had built in Cuba for exchange of tobacco exports. World tobacco was slowly paid back their investment over a period of years. At one time Lippoel had some kind of partnership with Casa Lee, but when Lippoel expanded and partnershipped with Cuba tobacco Casa Lee dropped them. Carl Leoni, directed by Herbert Arkauer, handled the dark tobaccos for Cuba in Europe, in direct competition with Meerapfel. When Meeropfel refused to entertain a 49%/51% partnership with Cuba tobacco a few years ago, Cuba tobacco put all of it into a 49%/51% with Carl Leoni and in Cuba both companies work under Lippoel Havana.

Since last year they are growing Connecticut Seed wrappers in experiment. Within minutes after my arrival seeing Joop Van Huystee of Harkema standing with Jan Bloemen, Potjer a retired grower from Sumatra, Bolinaga of Cuba tobacco and the Lippoel group together, I knew an wrapper experiment is going on, I asked, and thinking that I already knew, they confirmed.

It was only due to my relationship with Padron that grew during our visit, and me asking to see the warehouse of General Cigar, Partido and Pinar del Rio (Vueltas) and probably their desire to show us; that Lippoel could not keep us from going as Padron made all arrangements immediately after the breakfast and after a luncheon meeting with several others, and Lippoel Cuba tobacco people. Moreover, we received a very "delayed" invitation to the Lippoel cocktail party on Wednesday evening, which I thought was strange but not surprising with Joop Van Huystee being on the scene.

F. A lot of emphasis was made on the word Habanas and habana cigars. They really try not to emphasize on particular brands and fight anybody to such brand names with the words Cuba or Havana in it (Gloria de Cuba) etc. An advertisement attached in many tobacco Journals will show this.

Enclosed is this add.

G. Padron told me that he is extremely mad with Tobacalera. Mainly because of the brand fights and the Court decision in France. He said German Gavillo, the new President of Tobacelero, is an ego maniac and has colonistic ambitions.

Enclosed find an extremely interesting article on the subject, and explains it better than I could have written it.

H. Last but not least, Miami. Alonso was extremely well informed of every day and meetings in Havana during the conference. CID interviews at least 26 people coming from Cuba daily, they are listening to news 24 hours and receive daily the Granma local Cuban newspaper, and what else I am not aware off.

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Norman Summary Judgment Ex. 27

David W. Burgh Ron Milstein 11/25/92

Enclosed find my report on my trip to Cuba. It may sound like my 6th grade report on my summer vacation but I thought it would be helpful to recap events before they flee my memory forever.

Please let me know what kind of report, if any, we should do for H&F or DB International. I am also available to talk to the Washington, D.C. crowd if that is still in order.

ah/5232
Attachment

cf: Alfons Mayer

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Under Protective Order

GC 005964

November 1, 1992

Santo Domingo - Santiago, Cuba (via Cubana Aviacion)

We stopped at Santiago for a 1 hour layover. We met Jankees and Thomas from Holland. They work for a cigar manufacturing machine company which also produces "Elephant" cigars. Jankees bought our Nanticoke scrap machines from the buyer who bought them from us. He knew Sam Mitchek. Both Dutchman are attending conference.

Alfons spoke with a cigar maker at length. He was set up at a stand at the airport lobby entrance making and selling cigars. There were many domestic brands which we had never heard of. Alfons has details of their discussion. We bought two cigars (Romeo & Juliet) to smoke there, and I was not impressed with their quality. There were two other Cubans at the desk with him. Although they said they were not in the tobacco business, they stayed at the table through the whole airport wait. The airport is modern (1960's) and clean. Cubana airline has very tight seating (a Yak 400 Soviet plane) and the plane was very hot when we entered each time. Smoke (mist) came out from floor when the air-conditioning was turned on and I thought it was a fire!! The food was bad, even for an airline.

While walking to the plane in Santiago to reboard for Havana I dropped my boarding pass on the tarmac. It was very breezy and my boarding pass blew across the parking lot. I didn't realize it until I got to the back of the plane to board and a woman pointed to it across the lot. I had to run to get it. Alfons was very nervous already and this incident really gave him reason to worry. At least I got a laugh.

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ON TO HAVANA!

Cuba from the air was very beautiful with dark, red soil and very very green vegetation. There were many mountains surrounding Santiago. I noticed roadways but no cars or trucks, and I thought this was very funny. As we got closer to Havana, I saw many farms and then tobacco sheds. It looked like tobacco was growing all around the airport. Jose Marti airport was very small. It was clean, but not especially modern. Going through customs was no problem. My passport was not a problem either. I asked the agent (from the Ministry of Interior) whether he had to stamp my passport. He responded by asking if I wanted it stamped. When I replied no, he smiled and did not stamp it. We had worried about this for weeks and, like most other things that we had worried about, it turned out to be no problem.

There was no one waiting for us at the airport as there was supposed to be. (We were supposed to be in at 2:00 or so and got in at 6:00). We took a taxi (which was modern and clean) to the **Hotel Nacional.** On the drive to the Hotel we saw many bicycles, but few cars or buses. The buses were very, very crowded and there were alot of people waiting at the bus stops. The taxi driver said the biggest problem facing the country is gas - there is none. He said public transportation is scarce. People were waiting to go to the center of town to a park and for ice cream (it was a Sunday). The taxi driver said these people will have a tough time getting back to their homes later on. I noticed many billboards with state propaganda slogans along the roadways.

Central Havana is an old, beautiful city. There are big monuments to Jose Marti and other leaders. Posters and billboards are all over with "Socialism or Death" and other slogans of the revolution. The city was run down, but not as bad as others I've seen. The roads looked good, and there was no graffiti or litter. I saw alot of families riding bikes, people on scooters, and motorcycles with wagons attached. The cars there are very old. I saw many 1950's cars and some newer Nissans and Mitsubishis. The cab we took was a Cuba tourism cab and very nice (with a/c). It was much nicer than the cab in the D.R. which had no springs in the seat and no a/c.

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The Hotel Nacional was very majestic and in good condition. It resembles the Breakers Hotel in Palm Beach. The lobby was all marble, tile and fine wood, but it was very quiet. The desk clerk couldn't find our names and we thought we would have a tough time since H&F was supposed to pay for us. Finally I pointed out our names on the handwritten register (my name was spelled wrong) and we got a room. The room was very large and clean. It was actually really nice. TV had CNN and one other English station (movies). Fidel was always on channel 2.

As soon as we got to our rooms Miguel from Cubatours called and questioned me and Alfons about the payment of the room. He said he would wait until other H&F people came in to straighten out the situation. I hoped the room was paid for or Norman Buck would definitely be in trouble. Telephone calls to the U.S. were no problem.

Once we were settled in we went to the lobby for drinks. It was now very crowded. We met some tobacco people from Brazil and Holland, and some American journalists. Alfons knew everyone and everyone knew Alfons. We had drinks with Jankees, Thomas, the Winterman brothers and their sister, and Peter Janssen from Procordia/Ebas (the representative of DJEEP in Holland). The talk was tobacco! All phases, all countries. Politics was another hot topic - as always. American embargo and trade was discussed. Europeans seem very well entrenched in Cuba. We met with BAT Brazilians (cigarette makers) using Cuba tobacco. I fear that opportunities to do business with Cuba will be few and far between by the time the embargo is lifted. Cuba's relationships with European companies is getting solidified, although the Europeans are scared to death that their investment may be lost if Fidel nationalizes their joint ventures.

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November 2:

In the morning we had breakfast with Tabacalera's technical director, Juan Cortell. He has very close ties with Cubatabaco and its top officials. He was reluctant to speak about the trademark problems between them.

Conference:

The bus we took to the conference left 1 hour late. It traveled through Havana City. The houses I saw were old. They were very large with porticos and balconies and rod-iron gates. They were ornate but very run down. The city needs paint very badly. There was very little traffic. But once again I saw many bicycles and long lines at the bus stops. The roads were good however. The major hotels - Neptune - Triton- Havana Libre - are in need of renovations. The Government buildings have A/C units in windows, while other buildings are missing windows altogether. The Soviet Embassy, now the Russian Embassy, was very expansive, very tall and modern. People on the streets waved to us as we passed on the bus.

The conference center was modern and very large. Our reception was not well organized. The cost was $120 to register. Again Alfons was known by everyone. A girl from Cubatabaco sought me out - she was "assigned" to the Americans. We were told if we need anything, just ask. There were Cubatabaco officials all over. They were very helpful. The conference itself was not very substantial. The head of Tabacalera was chair with Padron and others on the dais. The speeches were very short, they contained alot of history. On the break, Padron sought out Alfons and arranged for an 8:00 A.M. meeting the next morning. Everyone was talking about the U.S. election, (Clinton) the Toricelli bill (a big mistake) and the embargo ("crazy"). The English finally made it in and Simon Chase (H&F) promised us he would take care of the hotel bill.

The lunch was unbelievable. We met Juan Urquijo from CDF ("Compania de Fillipinas") and talked business. They have a plant in Malta that he wants to J.V. - tobacco to sell, etc. We walked into the luncheon with him

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and he brought us to the head table with Padron, Jerry Van Hatten from Lippoel Leaf (Holland), two other top Tabacalera officials and a senior Cubatabaco official. Next to me sat the head of all growing operations for Cuba's Ministry of Agriculture. Through a translator, he told me they are growing 57,000 hectares of tobacco, including 2,000 hectares of wrapper. I spoke with Jerry and Juan of trademark problems between Tabacalera and Cubatabaco. They were very curious as to why the two companies have not resolved the ownership issues. There was some confusion on the French case as to which marks were involved, as some thought Partagas and other marks from the Cifuentes family were also involved. Alfons arranged a tour of General Cigar's warehouse (now Warehouse No.1) in Havana and a visit to a farm even though the tobacco was only a couple of inches high at this time. Jerry is the President of JV with Cubatabaco for growing operations, marketing,etc. He has very close ties with Cubatabaco. His feeling was that Americans will be too little, too late to do business if the embargo is lifted. He commented that he thought that distrust and hatred will linger.

The conference after lunch was very brief and not substantive. We headed back to the hotel for a tour of Old Havana. I was very impressed with the forts, statues, churches, synagogue ("the Jewish Church" - there are two now in Cuba). We were brought to an open Plaza where there was a cigar rolling contest. The participants were representatives from each major factory. It was good fun but it was not too informative. The people were very nice. Kids were asking for Chicle and cigarettes, but not money. No one looked underfed or miserable, although their clothing was worn. There were no beggars or homeless. I saw the Isabela hotel being built, which is to be opened by Cubacan next year. It was very impressive. Hemingway's hotel - Mercado Street - was all restored. Old Havana is very old (1520's) and it is obviously maintained as a tourist attraction. There were many museums. The Pier area was very busy, with ferries for people to cross the river.

After the tour we went back to the hotel. The cocktail hour was held in a grand outdoor courtyard. By the time we got there was no food left. I noticed people taking food in napkins and putting it in their purses or briefcases. It was very sad, but the people remain dignified.

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That evening we had dinner with Jankees and Thomas. Throughout dinner we predicted and solved the world's problems. When dinner was over we took a walk to the waterfront outside of the hotel grounds. The streets were very dark, but we were not afraid. Simon Chase had told me that you can walk anywhere in Cuba and Havana in the middle of the night and it is safe. People said hello as we passed. A kid tried to sell me a box of Cohiba, but Alfons pulled me away. The kid said "no problem, no problem, Cuba is socialist, no problem". When asked, Alfons said he was from Madrid, and I said I was from the U.S.; Alfons later told me to say I was from England. Alfons is more suspect and wary then I, but perhaps he is right to be that way.

November 3:

Election Day. We met with Padron for 1 hour over breakfast. The talk was of the Consolidated sale rumor. We got no more information. Padron said Tabacalera would probably not buy it. He was very critical of the new management of Tabacalera. He said that they are not tobacco people. He felt double-crossed on the Montecristo/H. Upman trademark problem. Tabacalera was supposed to buy the marks and J.V. 51/49 with Cubatabaco in Europe. The deal seems to have fallen apart. Padron made it very clear that trademarks are not important. He said Havana will sell cigars no matter what name they have. Any companies that have marks (this was directed to G.C.) would have to sell (give) the marks back to Cubatabaco and get distributorship rights only, or else Cubatabaco will sell the cigars under a new name. He confirmed that 250M cigars were consumed in Cuba, and that 60M cigars were exported, but that demand is at 80M. He said they need money to grow more tobacco. Politics came up but he said he could not talk of such things as lifting the embargo; the highest levels of his government prohibit such discussion. Padron has 5 brothers and a mother in Miami. He is 56 years old.

Today the conference started with a 2 1/2 hour tour of the Partagas plant in Havana. The system was very impressive. One cigar maker makes everything from bunch to wrapper. I spoke at length to an old man who had worked there for 30 years. There are very many women, but the consensus is that men are better cigar makers. The men have better strength in their

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fingers. The cigar makers are not paid if the quality is below standard but they are given no increase if the quality is superior. There are no quotas imposed. The man I spoke to averaged about 80 (very large) cigars per day. They were gorgeous cigars. The whole plant is as it was in the 1850's. There were no machines at all and everything was done by hand. I took many pictures. Across the street is a building that was the former capital of Cuba. It looks like a replica of the Washington D.C. Capitol building.

After the tour it was back to the conference for the rest of the day. During a break I spoke to Christian Burger (our licensee in Switzerland and Germany for Tiparillo). An agronomist made a speech about agriculture and pests in the tobacco crop in Cuba. It was very interesting. They are always experimenting with new strains resistant to this or that. Other speeches were made mostly pertaining to history. I learned that Mr. Partagas founded the brand and the factory. He became very rich and was killed in the 1880's. For a period of time the tobacco industry ran the railroads and the government.

We went back to the hotel for a change, then to the Miramar district for a cocktail party at Lipoel Leaf's offices. The apartment building was in a nice area. It was a small building, but the apartment itself was fairly spacious. I spoke at length with a young Cuban (28 years old) who trained at tobacco farms for 3 years and now works at the trade and finance arm of Cubatabaco. He has worked there for about 1 1/2 years. His last name is Michael and that is what he goes by. I was introduced to him by Mr. Salinas. He is obviously a hot prospect for the future. We had a very frank discussion of Cuba and its people. He admitted there were problems but he maintained that as long as people share what they have they will get through it together. The transportation problem is the worst. The government is redistributing the labor force to minimize travel in cities. For example, if you live near a factory you trade jobs with someone one who lives farther away or you may trade apartments. He told of gas, soap, toilet paper shortages. He is a newlywed, just married 4 months. His wife is a chemist. The Cuban government gives 3 months off before a baby is born and 3 months after (unless a medical problem exists, then they give up to one year). Your job is saved while you are on leave. This sounds like our Family Leave Act, one difference being they get paid while on leave. We spoke of Miami exiles

and of the embargo. I felt Michael couldn't really speak his mind. At one point he glanced at Padron who was standing behind him. We will probably hear of Michael in the future.

At the cocktail party I spoke to many people. Everyone was very cordial. Mr. Eastacion (the Deputy Minister of Agriculture) seemed to go out of his way for me. He asked me what I want from Cuba. He was very warm and embracing. I told him the cigars he gave to Alfons (2 boxes gift wrapped) were enough. He said he would give me a very special gift of cigars without bands so I could bring them back. I told him appreciated his offer, but could not accept them.

I also spoke with Derrick Bachelor from Lippoleaf. Derrick is an Englishman. He has been living in Havana since 1989 and married a Cuban woman. He told me how bad things really are. He said Cubans have no "balls" to change things. The black market is thriving. The exchange rate on the black market is 40 to 1. Derrick told of his refurbishing a 1984 Lada; he couldn't find paint. The lights go out every day at prescheduled times for 3 hours (ie: Monday 5-8 p.m., Tuesday 8-11 p.m., etc). Derrick thinks change will come -it can't go on like this forever. He said that although the crime rate in Cuba is very low, its been on the rise lately.

Alfons, Chris Burger, Sebastian Zimmel, Jankees, Thomas and I headed back to the hotel at midnight to watch Bush concede. It was an election night I will never forget.

November 4:

The conference was over at midday and we enjoyed a fairly sumptuous lunch of lobster. The conference featured a speech by an Englishman on EC tax proposals and there was much talk of the effect of the United Europe phenomenon and how it will affect the various state tobacco monopolies. Since the monopolies retain the distribution systems, it will be very hard for other companies to do business in these countries without going through the monopoly system. Dr. Zimmel of Austria Tabak spent a great deal of time talking about the Vienna Museum of Tobacco. Very interesting (yawn).

After the Conference we went to the General Cigar warehouse in Havana. Mr. Juan Diaz, Vice President of Sales for Cubatabaco, drove us in his small Lada, apologizing for the crowded accommodations. Mr. Salinas and Dr. Zimmel were along with us as well. The warehouse is now Cubatabaco's No. 1 warehouse and in active use. The outside needs painting and the inside needs sweeping. The office area was dilapidated, although they had what looked like a rather modern alarm system in place. Alfons met Vincente, the night watchman whom he knew from his stay at the warehouse in the mid-1950's. The touching reunion was appreciated by all. The tour was extensive and we noticed that the dormitory upstairs had no mattresses, only hammock type devices. There were showers, but no dining facilities. Most of the men wore no shirts and most were middle aged, although there were a few younger ones. All together we saw about 15 workers. The tobacco we saw was of high quality although Alfons said the conditions were deplorable. The warehouse was strangely quiet and the storage rooms were half empty, although we only saw two rooms. The U.S. made machinery and safe are still there. We wondered whether we will ever get it back.

After the trip, I felt like I was getting sicker (I had a cold). The others went on to the Tropicana while I stayed in and rested.

November 5:

We were driven by Herbert Arkavar of Lippoel Leaf to San Antonio De Los Bano in Partido. Jerry van Hatten, Jankees, Thomas and Miriam Vasquez Linares (General Manager of Lippoel Havana) were with us. Partido has very red soil (high iron content). It is a very fertile growing area. The JV with Lippoel was becoming clearer to us. We saw the first crop being sorted and graded. Alfons took some exception to their grading, but thought the tobacco was very high quality. The wrapper looked extraordinary to me. The subtle colors and textures were impressive. The warehouse was clean and employed about 100 women and a few men. We had lunch at a Cubatabaco office/house and it was quite good. I discovered that I really like yuca.

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We went back to the hotel for another trip to Old Havana and the launching of the Cohiba Siglo line. Five cigar sizes, one for each century since Columbus. Padron gave a speech. Many journalists attended the launching. The marketing display for the cigars was impressive. So were the women handing them out.

November 6:

We took a trip to the Pinar Del Rio province and the Vuelta Abajo area. This area was very rural. The town was small with some newer apartment buildings in decent shape. Most of the surrounding farm areas have small houses. This is a prime agricultural area, growing sugar cane, citrus crops, bananas, etc. Tobacco is all over. The tobacco fields were filled with small plants just planted from seed beds. Poles for cover cloth were in place. The poles were mostly tree trunks from small trees. The cheesecloth is made in Cuba. Lippoel JV is currently growing about 130 hectares. That is set to increase. The "experiment" is most welcome by the Cubans and there are high hopes for this project.

We went back to the hotel and on to the Bogadita de Medio restaurant (Hemingway's favorite place for Majitos) and the Floridita (a bar/restaurant where the famous author drank Margaritas until the wee hours of the night, as legend has it). Both places were in good condition, although the Floridita was empty. The Bogadita had the best food I had in Cuba. It had the most interesting bar with pictures of Hemingway, Fidel and assorted deceased dictators from Latin America. Also pictured were a few well known actors from the forties and fifties. Ordinary Cubans are allowed to eat there as well as tourists.

November 7:

Alfons and I spent the morning discussing the trip. Around noon we were joined by Jankees and Thomas for a walk through Havana that I will never forget.

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Havana is a city in need of care. The city is clean and the streets are full of people, but there is something missing. Of course the obvious lack of traffic is revealing, but the lack of retail shops is really disturbing. Grand avenues, which were certainly major shopping districts, are deserted thoroughfares for buses and bicycles, and are lined by what looks like impromptu warehouses filled with citrus crops. We saw one hardware store with virtually no merchandise, a couple of shoe stores, one clothing store and a bicycle repair shop. There were some pharmacies, but like the other stores, they had very little to sell. We were struck with the scarcity of these stores and their barren showrooms. The only busy place we saw was a supermarket. The parks and the bus stops were also busy. We saw one movie theater that looked like it was open and the Grand Theater of Havana displayed posters offering a schedule of cultural events throughout November and December. Mostly Cuban performers were on the bill.

It was at the Grand Theater building that I realized the folly of my thinking about the island and its present circumstances. I had come to Cuba thinking I would find a Caribbean island much like Jamaica or the Dominican Republic. I had expected to find an underdeveloped agricultural society where houses were poorly constructed, farm animals ran loose in the streets and the natives were not well dressed, well fed or well represented. I did find this type of society in the rural areas, like in Cuba's Pinar Del Rio province and to a lesser extent in Partido. But Havana itself remained mysteriously unexplained. It seemed out of place (in the midst of the visible degeneration of the countryside) in this society. It was as if Havana belonged in a higher culture, a more developed economy, a more modern order. While touring the Grand Theater the realization struck me. Havana, if not all of Cuba, was fighting a losing battle to emerge into a growing Caribbean nation. The Grand Theater building was an immense stucco and marble building. There were ornate statues all over its facade. The entrance displayed two huge marble staircases which formed the shape of a horseshoe. Diamond chandeliers still hung from the ceilings. Elaborate designs decorated the ceiling and the huge windows still bore the railings and balconies that marked Havana's renaissance. That was the point. It was as if time stood still in Cuba while the world moved on. Havana was a modern metropolis with a refined cultural elite and with all the trappings of wealth

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Under Protective Order

and luxury that went with it. It was not a Santo Domingo that was striving to enter the industrialized era. It had seen its best days and now it was on the decline. I felt the shame of this city in dire need of repair, in need of paint, in need of commerce. It was not so much a question of what could be as it was of mourning the loss of what was.

Later in the day another incident brought me an even deeper understanding of Cuba and the police state that it really is today. While we were walking through the city, Alfons asked our Dutch friends if they would like to see General Cigar's warehouse. Although we were all very tired (except Alfons) and our feet were hurting after some five hours of walking, we reluctantly agreed to visit the warehouse. When we finally got there we met some of the young workers Alfons and I had met on the previous Wednesday. The greeted us exuberantly and invited us to come in and look around again, even though the warehouse was closed on Saturday. We stayed for about twenty minutes. On our way out, we gave them cigarette lighters, pens, gum, cigarettes and other items of little value to us but of great value to them. We began walking up the street from the warehouse to the main thoroughfare and suddenly, before we reached the main avenue, a Mercedes jeep-like vehicle came barreling towards us. The jeep had a police light on its roof, which was not lit, and the words Special Brigade emblazoned across its front. The vehicle passed us by but stopped in front of the warehouse. Three policemen jumped out and began interrogating the workers we had just left. I stopped to watch, but Alfons urged me to turn around, not to look back, and to keep walking. He said we probably did something very wrong and should just get out of there. I noticed that the people on the street stopped what they were doing to look down the street at the unfolding events. I felt very bad for those poor warehouse workers. Evidently, either we were followed to the warehouse (and perhaps all day around the city) or more likely the local street brigade telephoned in a complaint or a warning that foreigners were at Cubatabaco's warehouse. Whatever the problem, this was not just a matter of trespassers entering a building without authority. It seemed to us that a serious breach of protocol or security had occurred and that the workers involved should have known better than to let us in. I realized then that for all its seemingly tranquil and easy going appearance,

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this was a society under severe pressure, always under the eye of Big Brother, always under the control of security forces. The cab ride back to the hotel afforded us all a silent reflection on the day's events. The Hotel Nacional never looked more inviting.

Dinner that night at the hotel restaurant with Alfons was uneventful. After dinner, however, the maitre'd apparently heard us talking about cigars and tobacco and asked Alfons to check out the humidor at the restaurant. To our surprise and dismay, the cigars were in terrible shape. Blue mold was everywhere, beatles were rampant and the humidity meter on the outside of the box was broken. Alfons gave the poor guy some advice but we both realized that the task was probably never going to be done right. The maitre'd did not seem overly distressed that Cuba's finest hotel , advertised as a five star attraction, which was above all the islands showplace for tourism, (itself the third most important source of currency for the nation), displayed the countries's best known and most highly regarded exports in horrendous condition. I am sure he would not lose his job because of it, nor would he stand to gain anything if the humidor's contents were truly grand. It was as if he, much like the others who dealt with tourists and in business, had no personal stake in the success of the enterprise. And that may be the biggest shame of them all.

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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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 28

The Begelman Spectacular: Enter Judy Garland

Frank Mankiewicz on Smuggling Cuban Cigars

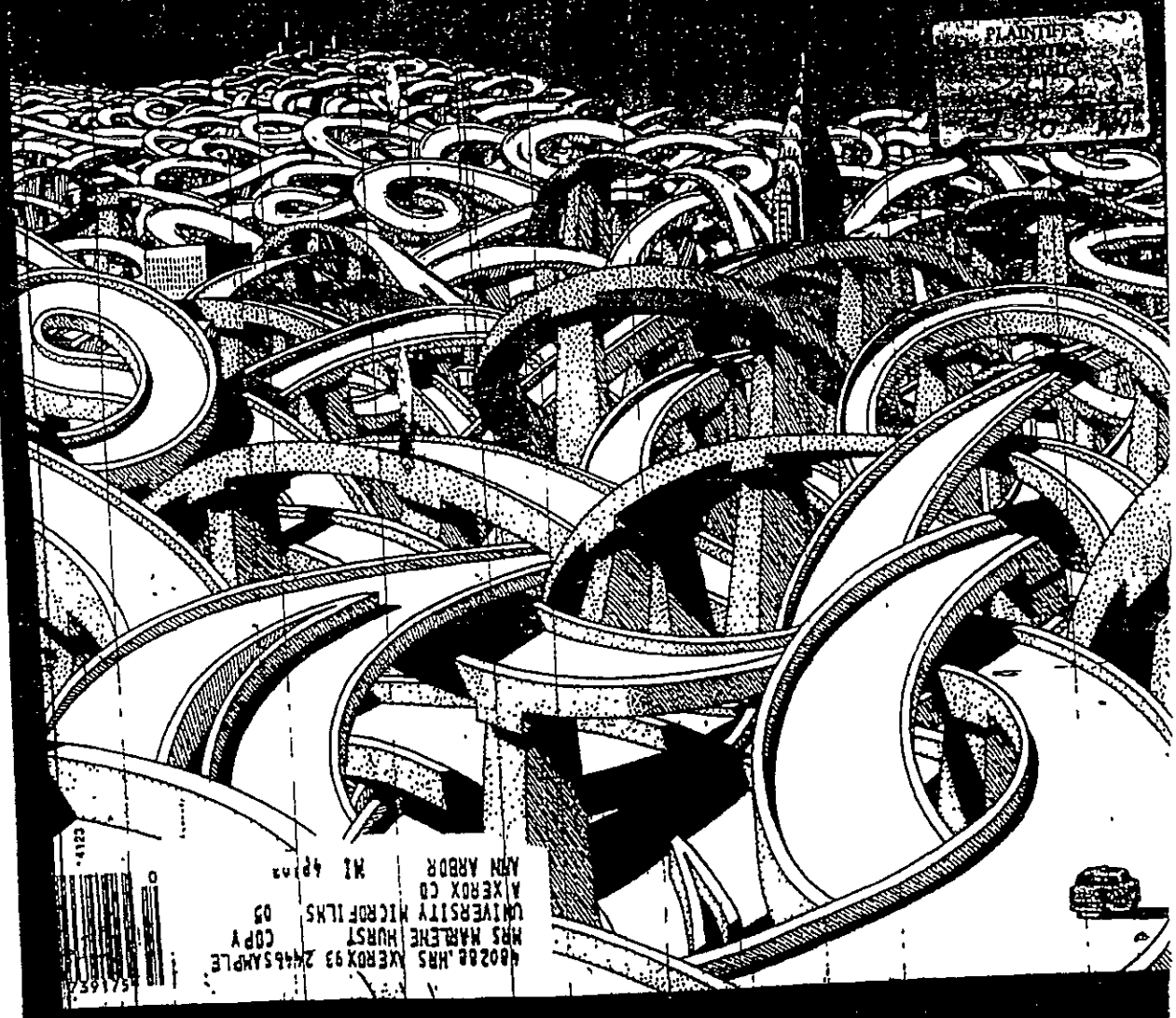
ONE DOLLAR

FEBRUARY 6, 1978

NEW YORK

How Westway Will Destroy New York

An Interview With Jane Jacobs



Are Cuban Cigars Worth Smuggling?

By Frank Mankiewicz

"... All over this country, cigar smokers are sending checks to Switzerland. What comes back is the McCoy—Havana cigars ..."

Late in the afternoon of February 2, 1962, President John F. Kennedy summoned his press secretary to the Oval Office. "Pierre," he asked, "do you think you can round up 1,000 Petit Upmanns by ten o'clock tomorrow morning?" Pierre Salinger had been given tougher assignments, but few stranger ones. He could probably get the cigars, he thought, but why did the president need them?

The next morning Salinger told Kennedy the 1,000 Havanas, ordered from all over the country, were on the way. "Thanks, Pierre," said the president of the United States, who then, with a flourish, signed the proclamation embargoing all trade between Cuba and the United States.

The story has the ring of truth: Kennedy would not have hesitated to use his advance knowledge to stock up on the precious commodity. The story is also illustrative of the state of American foreign policy; Kennedy was a moderate smoker—one imagines that he thought the embargo would last only a few years. No one, least of all President Kennedy, would have doubted Pierre Salinger's ability to come up with a few thousand more if the occasion demanded it.

Yet since that day in 1962, not one Cuban cigar has been sold—legally—in the United States; moreover, not until last year was any Cuban cigar brought into the country legally, even if purchased legally abroad.

Because of the recent thaw in Cuban-American relations, an American returning from abroad—including Cuba itself—may bring up to $100 worth of goods of "Cuban origin" through U.S. Customs. At current prices in Havana, that means about 100 top-quality cigars.

Even prior to 1977, the State Department permitted travel to Cuba, for the Supreme Court has decided that the

"...'What are those?' asked the friendly Customs inspector. 'Those,' I said, 'are cigars given me this morning by Fidel Castro'..."

government can neither prohibit travel nor penalize it after the fact, although it can warn Americans against it. But the ban on Cuban goods remained in effect and was lifted only rarely. In 1974 I traveled with a film crew to Cuba and conducted a thirteen-hour interview with Fidel Castro. We returned through the Baltimore airport, where the Customs inspectors looked at every camera, light, and box of film, as well as the baggage of the whole crew. Among my own baggage were two large, rather ornate wooden boxes of Castro's own brand of cigars, given me that very morning in Havana.

They were too large to conceal, and that policy did not appeal to me anyway. So I put them under my arm and sauntered through the line. "What are those?" asked the friendly inspector. "Oh," I said, "those are cigars." "From Cuba?" "Yes," I said, "they were given me this morning by Fidel Castro, as a gift for Henry Kissinger. But if they are illegal, please take them" (this last accompanied by a glance at his name tag). Thus it was that Dr. Kissinger acquired a box (but only one) of Cohiba specials (the brand is used only for the *"máximo líder"* himself and for his guests), which I hope he shared, in moderation, with his friends.

Serious cigar smokers have never allowed an embargo to prevent them from obtaining a supply of the genuine article. Some of that supply, of course, like President Kennedy's, was laid in before the blockade. Some aficionados manage to cadge cigars from travelers returned from the Pearl of the Antilles; some buy more than the legal quota in Canada or England and bring them back concealed in socks, underwear, or Tampax wrappers; and some carefully replace the identifying band from each cigar bought overseas with bands from legal cigars.

And some receive packages marked "Unsolicited gift—value less than $10" on a regular basis from two tobacconists in Geneva who mail cigars around the world, but especially to the United States.

All over this great land, particularly in New York and Los Angeles, thousands of cigar smokers are communicating regularly with Geneva, sometimes by letters of request, sometimes by check. What comes back is the McCoy, genuine Havana cigars—Upmann and Montecristo, Partagas and Hoyo de Monterrey—in plain boxes, with the bands removed.

This trade, under the blockade, has been substantial. The Swiss are not known for fancying Cuban tobacco; yet of 125 million cigars sold for export last year in Cuba, Switzerland took approximately 12 percent of the market. Since West Germany, for example, accounted for only about 3 percent, one can well believe that Americans last year illegally imported something like 10 million Cuban cigars—and presumably did so each year of the blockade before that.

Why does all this go on? Why are cigar smokers so agreed that there is no cigar like a Cuban cigar? Why is the argument over the *best* always confined to a comparison of the merits of this or that brand of Havana? In short, why is it almost impossible to find a smoker who will not agree that there are two kinds of cigars in the world—Cuban and all the others?

First of all, it must be understood that when one speaks of a "Cuban" cigar, one is talking about a cigar manufactured in Cuba for export. Only about 25 percent of the cigars produced on the island are exported, and they are the ones that have earned—and continue to earn—the priceless reputation. The 500 million cigars turned out for Cuban domestic consumption—the White Owls of the Caribbean, as it were—do nothing to enhance the prestige of the Cuban cigar.

The figures are instructive. Cuban tobacco officials estimate an annual worldwide production of 25 *billion* cigars. Most of these are cheap and small, but they qualify as cigars. Spain, for example, manufactures 500 million cigars each year, and 450 million are made in the Canary Islands. Some of the latter—Ramón Allones, Upmann, Montecristo—have the same names as Havana brands. These are produced by the original owners of those firms, who fled the island with their expertise and some tobacco seeds when Castro expropriated the tobacco plantations.

Why is Cuban-grown tobacco the best? The answer most frequently found is a version of the one given in Zino Davidoff's *Connoisseur's Book of the Cigar:* "All great smokers discovered long ago the irreplaceable virtues of this magic island: its geology, wind, water, its miraculous soil."

Gaston Montes León, the director of one of the six cigar factories in Havana, gave six reasons for the suprem-

acy of Cuban cigars. First, he said, there is the climate. The tobacco ferments naturally in Cuba; elsewhere this process is often artificial. If another area, such as Jamaica, has the same climate, it lacks the soil. If the soil is similar somewhere, the days of sun and the temperature will be different. Second, he cited the skill of Cuban cigar makers. Third, he told me, the soil of the fabled "Vuelta Abajo," a portion of the province of Pinar del Río, is the best soil in the world for growing tobacco which will continue to grow and "work" even after it has been stored, cured, cut, wrapped, packed, and boxed.

Fourth, methods of manufacture are better because they are handed down from father to son. Fifth, there's the force of history—"centuries of excellence." His sixth reason was *"amor*—we look on a cigar as we would a woman; we do not mistreat her." (This romantic analogy is a favorite of cigar lovers. Davidoff writes: "I discovered Cuba's perfume and her sensual warmth as an immature adolescent discovers an ardent, knowledgeable woman.")

The cigar is not mistreated; that much seems to be true. In a visit last year, it seemed clear to me that at every stage of the creation of the export cigars there was enormous respect for the product.

The leaves begin as a dark green and lighten as they grow. Oddly, the greener—lighter, more *claro*—the cigar desired, the earlier the leaf will be cut. For a darker, more mature cigar, the plant must live longer. The leaves are then cut and dried, either by sunlight or by a special fire—again, to obtain the lighter-colored cigar—and then piled under cloths for the fermentation. After months of storage, experts divide the leaves into wrappers (the best leaves) and filler, and within those categories by color, size, and thickness.

Then, the first phase of the manufacture begins, in a large room where the spine of the leaf is removed. This is a job historically performed by women, but divisions of labor by sex are disappearing fast in Cuba, and nowhere more than in cigar manufacture. There are men who do this job now, and there are women who cut, trim, fill, and shape the cigar itself—once the exclusive preserve of male workers. That father-to-son tradition cited by Montes León is almost purely figurative now; it has been replaced by father-to-daughter, and one imagines that mother-to-daughter will be along in a generation or so. Nearly 60 percent of the cigar-factory employees are now women.

The cigar makers still sit side by side at benches in a large workroom, cutting, filling, rolling, sealing, selecting, and placing by size and color. The ancient tradition of the morning and afternoon "education breaks," in which educators mount the stage in front of the workers and read aloud from great drama and literature, has been continued. But now, a spokesman from the Communist party or the Committee for the Defense of the Revolution will also assign community or factory tasks, explain important articles in the party's morning newspaper, *Granma*, or perhaps read the text of a speech by one of the members of the Central Committee.

Politics is everywhere. Sections of the workroom are divided into "brigades," competing in productivity under the banner of a "Hero of the Revolution." When I was there, the Allende Brigade was in the lead, those named for Lenin and for the Puerto Rican nationalist Albizu close behind.

There are some machines. In the factory I visited, I was proudly shown an AMF sorter, cutter, and filler made in Trenton in 1951, still functioning at close to its original capacity. But in this factory, the Montecristos and the Romeo y Julietas were all made by hand. The machines turned out the local products.

From the large workroom, the cigars are hand-carried to a larger, quieter room, where they are sorted by shape and color and then boxed and packaged after the band and label have been affixed. Then they are sealed, the wrapper-guarantee of the Cuban government is attached, and they are stored, ready for shipment.

Jaime Más, director of the state cigar trust, will be in charge of the Cuban cigar export to the United States if and when the embargo is lifted (he does not foresee this happening soon). Más thinks the embargo may even have been a kind of blessing to the cigar industry. Before 1962, 64 percent of all the cigars, and 76 percent of their dollar value, went to the United States. In 1959 that meant an American market of 45 million cigars, out of 70 million produced for export.

The embargo forced Cuba to find alternative markets, while it forced Americans to find other high-priced cigars to import. Jamaica, Honduras, and the Canary Islands have taken up the slack here, each taking about 25 percent of the high-priced-cigar market. Más thinks it is significant that no country's cigar has dominated the American scene, and it makes him believe that Cuba can retake a large share once trade resumes. "We will be back to 80 percent in a few years," he predicts, "for one good reason—quality." It is hard to argue with him.

As of now, Más isn't sure just *how* Cuba will market the cigars in America. There will be trouble, he acknowledges, with some of the trademarks. He is aware that a New York court has held that the trademark is the property of the individual, in this case the individual who fled Cuba and is now producing cigars elsewhere. He thinks the law of that case may prevail and that the government of Cuba may be restrained from marketing cigars—at least in the United States—under some of the old and honored brand names.

But, he points out, the government now manufactures, for export, 26 different trademarks embracing 900 different *tipos* of cigar, based on size. Thus an Upmann can be a Churchill (the largest size) or something smaller. A Montecristo can be No. 1 (the largest) through No. 5. Many of those marks and size designations, Más believes, will survive.

And even if they do not, the man in charge of recapturing the U.S. market is unperturbed. "We have the unassailable trademark," Más says, "the one which says 'Havana' or 'Made in Cuba,' and that is the only one we need." He has a point. After all, as he says, "did anyone, anywhere, ever say of a successful man, 'That man must be powerful and important—he smokes a cigar from the Canary Islands'?" Havanas, *puros*, Cuban cigars—whatever they are called—are the world standard, says Jaime Más, and they will remain so. No company, he says with a grin, would spend money to make a cigar that looks as if it were made of Sumatran filler with a wrapper from Connecticut.

He's got us there.

Smokers' Choice

Name the ten best Cuban cigars, we asked a panel of puffers who have been savoring them for decades. I can't, each of them said, but I can tell you what *I* like. And, it turned out, they all liked Montecristo (in Switzerland, No. 1's are $53 the box of 25). Also Romeo y Julieta (Churchills are $74.50 a box in Switzerland), Three of our four experts chose H. Upmann (Lonsdales are $53 the box of 25 in Switzerland); two favored Hoyo de Monterrey Bourbons (between $55 and $60 a box in Switzerland), and one liked Por Larranaga Lolas en Cedros ($25.50 a box in Switzerland). Pierre Salinger's favorite: Punch P's ($35 a box in Switzerland). Dunhill's in Montreal and Toronto sells some of these, at considerably higher prices.

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Norman Summary Judgment Ex. 29

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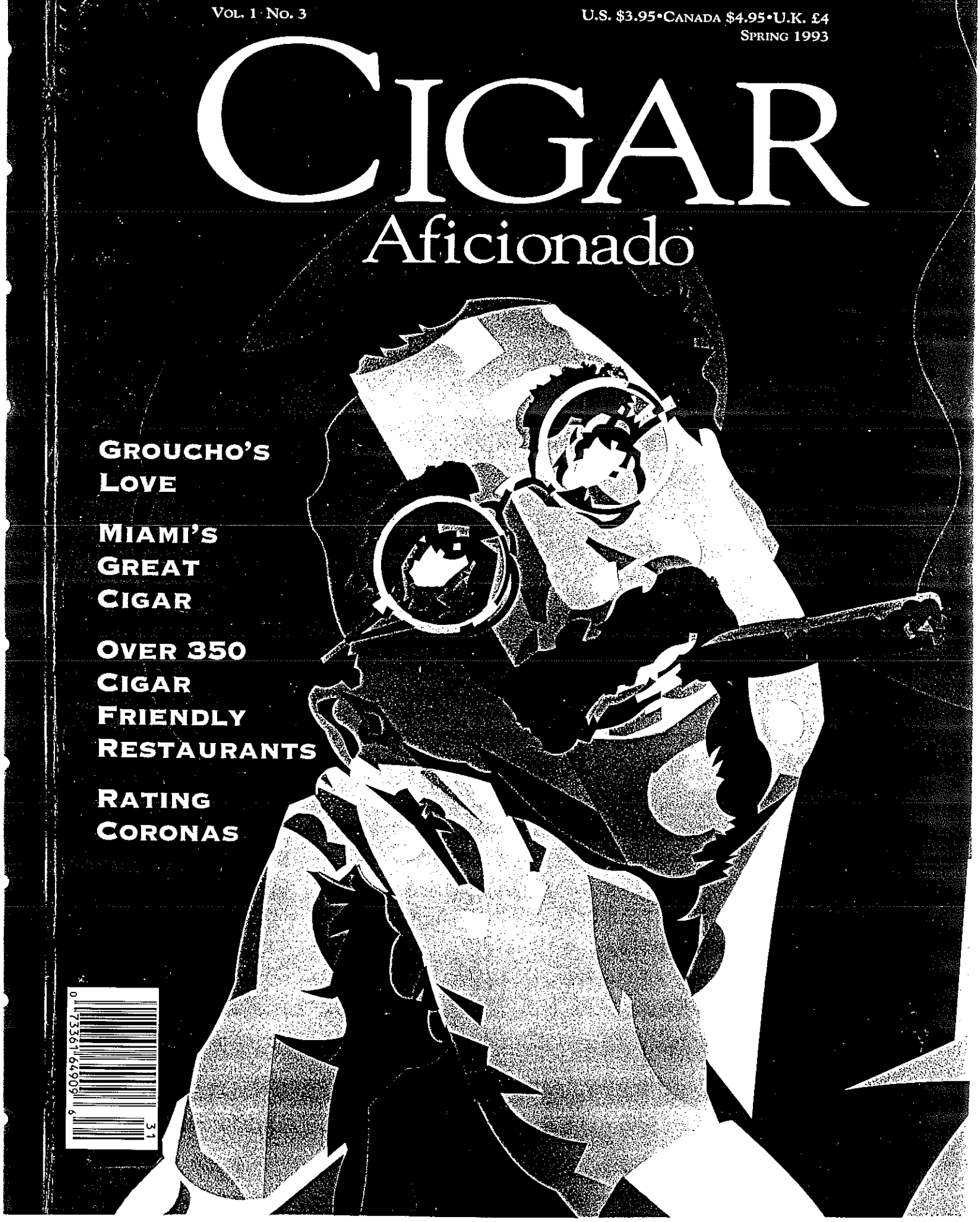
Cigar Aficionado



Groucho's Love

Miami's Great Cigar

Over 350 Cigar Friendly Restaurants

Rating Coronas

INTERVIEW

FRANCISCO PADRON

HAVANA, NOVEMBER 1992

FRANCISCO PADRON, 52, TRIUMPHANTLY STOOD AT THE PODIUM IN THE CENTURIES-OLD PALACE OF THE CAPTAINS GENERAL IN HAVANA AND DESCRIBED TO DOZENS OF DIPLOMATS, JOURNALISTS AND CIGAR INDUSTRY MEMBERS FROM AROUND THE WORLD HOW COHIBA BECAME A SYMBOL OF THE BEST FROM CUBA.

HIS FACE WAS DIFFICULT TO SEE THROUGH THE HAZE OF FRESH COHIBA SMOKE, BUT YOU COULDN'T HELP NOTICING HIS SLIGHTLY SATISFIED SMILE AS HE ANNOUNCED THE INTRODUCTION OF FIVE NEW SIZES IN THE COHIBA RANGE. NOT ONLY HAD HE BEEN AT THE CUTTING EDGE OF DEVELOPING THE NEW CIGARS, PADRON HAD BEEN THE IMPETUS BEHIND ESTABLISHING COHIBA AS THE WORLD'S MOST PRESTIGIOUS CIGAR BRAND.

PADRON BEGAN IN 1985 AS DIRECTOR OF CUBA'S CIGAR EXPORT SALES ORGANIZATION, CUBATABACO, AFTER PREPARING AN EXTENSIVE STUDY ON THE TOBACCO INDUSTRY FOR THE FOREIGN TRADE MINISTER. "THERE WERE SO MANY THINGS TO CHANGE," HE SAID, LOOKING BACK EIGHT YEARS. "THERE WAS SUCH GREAT POTENTIAL. WE JUST NEEDED TO SELL MORE."

INCREASING SALES WAS NOT THE ONLY STRATEGY PADRON USED. HE SET OUT ON A WELL-FOCUSED PLAN TO TAKE CONTROL OF HIS WORLDWIDE DISTRIBUTION THROUGH ESTABLISHING PARTNERSHIPS WITH HIS AGENTS IN KEY MARKETS. HAVING NOW ACHIEVED HIS GOAL, PADRON IS LOOKING TOWARD THE FUTURE WITH GREAT ANTICIPATION.

CIGAR AFICIONADO EDITOR AND PUBLISHER, MARVIN R. SHANKEN MET WITH PADRON IN NOVEMBER 1992, IN HAVANA, TO DISCUSS THE CUBAN CIGAR INDUSTRY AND PADRON'S PLANS FOR THE FUTURE.

CIGAR AFICIONADO: *Connoisseurs the world over appreciate Cuban cigars. During the past several years, you've had serious business difficulties with Davidoff which have resulted in the end of your relations with the Swiss company and the discontinuation of Davidoff cigar production in Cuba. Is there confusion in the international marketplace caused by the Davidoff situation?*

Francisco Padron: None at all. Let me tell you something. We made an agreement with Davidoff. We think that it [canceling production] is a very good agreement. We signed the agreement, and we must not talk about it.

CA: *What is the future strategy for Cuban cigars?*

Padron: We want to have Habano cigar, not a brand name. It doesn't matter if it is Bolivar, Montecristo or even Cohiba. For the last four years, we have been telling the connoisseur how to recognize a Havana. When we launched the smoke ad we just put Havana, now Habanos. We think the most important thing is the umbrella that can cover all the brand names. We can create a brand name whenever we want.

CA: *I think that a connoisseur understands that Cuba is a statement of origin and quality but he typically buys brands. Once he buys a brand, then he buys sizes in a brand. He is very brand loyal. He smokes Cohiba. He knows that Cohiba has a certain taste and style and so forth. You speak of this marketing of Habanos, but isn't there a strategy to promote individual brands?*

Padron: We have two strategies. One is the institutional campaign I just described, and the second one is the brand campaign.

CA: *Which do you feel is more important?*

Padron: We at Cubatabaco are in charge of both of them. We deal with the institutional, and we let our enterprises [agents] around the world, in agreement with us, work on brand campaigns. For example, what does Fonseca mean to you?

CA: *It is well known as a highly respected Port wine.*

Padron: Yes. But in Barcelona it is a wonderful brand name for Cuban cigars. We sell almost three million cigars. So that is why we let our agent analyze the best way to promote the Fonseca brand in Spain.

CA: *You approve the brand advertising, and the local agent decides on which brands should be advertised depending on the importance of the brand in that marketplace?*

Padron: Yes. We create the image. We are now creating the image for various brand names; they must use that image and the concept of being under the Habanos umbrella.

CA: *Cuba has approximately 30 brand names of which about 20 are popular. Do you think the future should favor fewer or more brands?*

Padron: Fewer. We are not going to kill any of the brands. We are going to let the market select the best ones. We are going to let the market kill them.

CA: *At a meeting recently with your agents from around the world, you made it very clear that volume is nothing and that quality is everything. But having said that, today you export approximately 60 million cigars. You know if you produced 100 million cigars the market would absorb them. The demand greatly exceeds supply. And knowing that cigars are agricultural and that there is only so much land, only so many workers and only so much money for inventory and aging and that the economy in Cuba is in such great difficulty right now, is there any significant way that you can increase cigar production without adversely affecting quality so that more people can enjoy Cuban cigars?*

Padron: Of course. This is our hope. We want to increase our production without losing quality.

CA: *What kind of growth? If you are at 60 million cigars exported today, do you have some sort of plan? A five-year plan? Where do you see exports going?*

Padron: Without the U.S. market, we think that we can easily sell between 80 or 90 million—maybe even 100 million cigars. We would like to be between 90 and 100 million.

CA: *Is it a production question? A labor question? A capital investment question? The government is going to have to agree to take money away from some other industry and give it to you.*

Padron: Our government already agreed to increase the tobacco leaf production, and there is a direct instruction from Fidel that the first priority is quality.

CA: *Are there certain brands that you consider priority brands in terms of the future for your portfolio?*

Padron: We are focusing on this in a different way. We already have a parameter for this. At the top section, there are Cohiba and Montecristo. In the middle, there are Partagas, Romeo y Julieta, Hoyo de Monterrey and the others. At the lower level, we have Los Statos Deluxe, Quintero and all those [machine-made] brands.

CA: *Cohiba is described in tobacco terms as "the selection of the selection" and is the leading marque in your portfolio. We now see the Cohiba family growing from six to eleven sizes. What was the reason for the increase in the number of Cohiba sizes?*

Padron: I would rather not answer this question. (Editor's Note: It was clear from talking to members of the trade while in Cuba that the new Cohiba sizes were introduced to replace the lost production of the chateau series produced earlier under the Davidoff brand name. See story next page.)

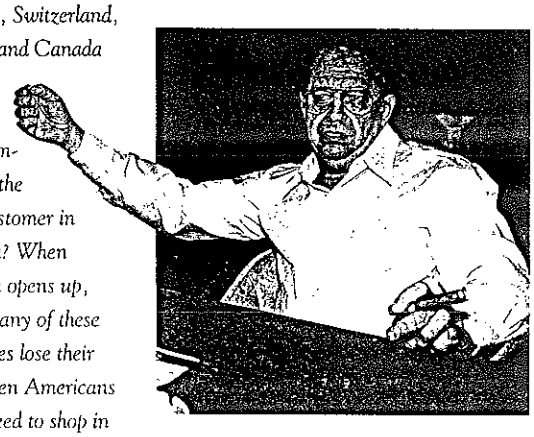
CA: *How big is Cohiba today?*

Padron: It depends on the crop. It had been about 3.4 million cigars. It will be more in 1993. That was another reason for the launch of the new line. Production was just too small.

CA: *Do you see Cohiba having additional sizes as time goes on?*

Padron: No, I don't think so.

CA: *There obviously is a significant demand for Cuban cigars in the United States. No doubt you hope that one day the embargo is lifted. But doesn't that create problems between your agents and tobacconists from England, Switzerland, Mexico and Canada in that a lot of them compete for the same customer in America? When America opens up, won't many of these businesses lose their sales when Americans won't need to shop in foreign markets to buy Cuban cigars?*



Padron: They [the agents] don't have a problem with it. They don't even mention it.

CA: *Many American cigar smokers don't realize that there are two brands of Partagas, a Partagas in America from the Dominican Republic and a Partagas sold around the world from Cuba. Assuming that tomorrow the embargo is lifted, how would it work? What would happen?*

Padron: We are not going to have two brands over there. Not even in Europe. We decided to break our deal with Davidoff because of that. So what would happen is that we would launch new things for the North American market, new brands. Or we could make an arrangement with the brand owners over there.

CA: *General Cigar, as an example, owns the brand names Partagas, Ramon Allones and Cohiba for the U.S. market, and it has tremendous distribution in the United States. I would imagine that they would love to sit down with you and work it out to represent those brands of Cuban cigars in America. Is this possible or is it a problem? You are shaking your head no.*

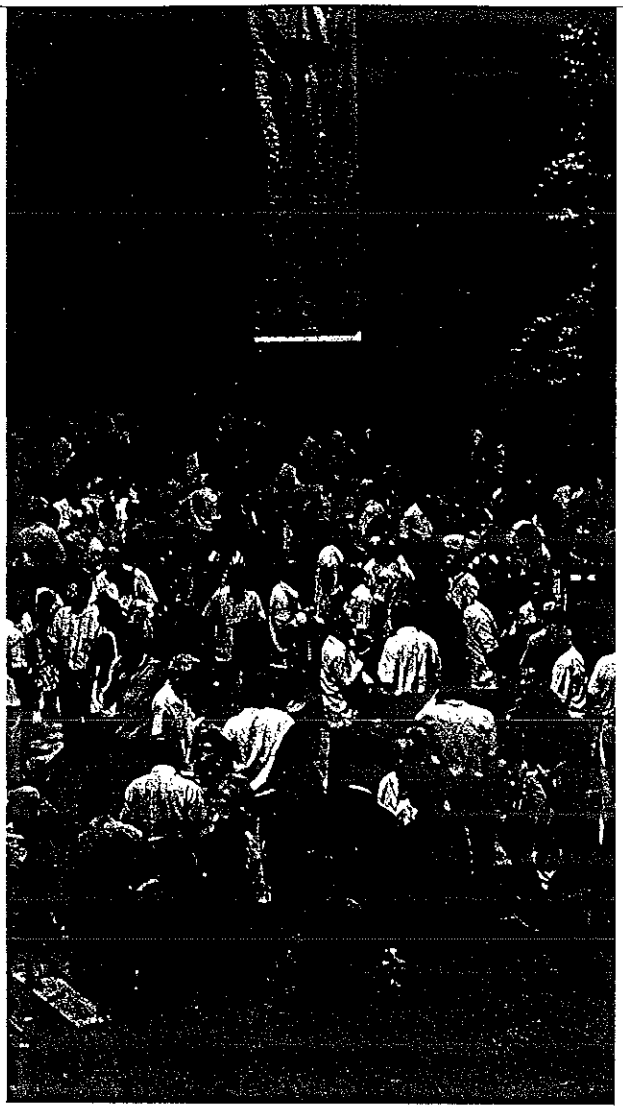
Padron: The first condition is that they must pass the brand name to us. This is the first condition. Immediately. If not, forget about it. Second condition, they must be our partner. The same way that we have it in the rest of the world. There is no other way to make a deal with us. If not, forget about it.

COHIBA'S
NEW SIZES

It has been under wraps for more than a year. After spending months perfecting various tobacco blends, some of Cuba's top rollers at the Partagas factory in Havana began last autumn making five new sizes of Cohiba.

The brand already includes some of Cuba's hottest-selling cigars, despite their astronomical prices. Last year, Cohiba sales totaled close to 3.4 million cigars with an average retail price of $15.60. With such a following, the Cubans couldn't resist the chance to stoke the fire for demand and develop new sizes and shapes. The addition of five new cigars brings the total to 11 under the Cohiba brand.

Although no one at Cubatabaco, the government tobacco marketing organization, would confirm it, the cigars look surprisingly like some of the old Davidoff sizes and shapes abandoned last year when the Swiss company moved its cigar production to the Dominican Republic.



THE LAUNCH OF THE NEW LINE OF COHIBAS IN HAVANA AT THE PALACE OF THE CAPTAINS GENERAL.

Cohiba's new "Linea 1492" celebrates the 500th anniversary of Columbus discovering Cuba and, more importantly, the explorer's discovery of tobacco. The five cigars in the Linea 1492 range are called Siglo I, Siglo II, Siglo III, Siglo IV and Siglo V. *Siglo* means "century" in Spanish; therefore each cigar represents one of the centuries since Columbus's discovery.

Siglo I, exactly the same size as Davidoff's former Château Haut Brion, is about 4 inches long by 40 ring gauge. Siglo II (Château Margaux) measures 5 inches by 42 ring gauge while Siglo III (Château Mouton-Rothschild) is also 42 gauge but 6 inches. Siglo IV (Davidoff 5000) is about 5⅔ inches by 42. Siglo V is the only cigar in the new range not to resemble a Cuban Davidoff. Similar to the classic 8-9-8, it measures 6⅔ by 43.

Although they resemble other Cuban cigars, the Siglo range is 100 percent Cohiba. In an arrangement similar to the production of Cohiba Robusto and Esplendido, the Linea 1492 cigars are being made at the Partagas factory in downtown Havana under the direction of technicians from El Laguito, the main factory for Cohiba. All the tobacco for Siglo is selected, processsed and matured like other Cohibas.

"The new cigars are made from the very best tobacco just like all Cohibas," says Rafael Guerra, assistant director of El Laguito, who is overseeing the production of a new line with Cuba's top tobacco man, Avelino Lara. "The tobacco is fermented three times, which is unique to Cohiba."

The proof is definitely within the wrapper. All the Cohiba Siglos are outstanding smokes. Like other great Cohibas, such as Robusto and Esplendido, they are rich and opulent yet maintain a remarkable delicacy and refinement. Annual production is expected to reach about one million cigars in total or about 200,000 of each size. That will increase overall Cohiba production to 4.4 million cigars.

The five Linea 1492 cigars are expected to reach key export markets by late spring. Siglos come in varnished wooden boxes of 25 cigars rather than pressed in paper-covered wooden boxes. Prices have not been officially set, although Siglos are expected to fit into the current price range for Cohiba, from $8 to $23 a cigar.

When asked if other sizes or shapes for Cohiba are being considered for the future, Cubatabaco officials would not reply; however, sources in the organization say that a pyramid-shaped cigar is not out of the question.

James Suckling

SIGLO I (Ring Gauge: 40 Length: 4")

A lot of flavor in a small cigar. Beautifully crafted with a rich chocolate wrapper, it is soft-textured and sumptuous to smoke with dark chocolate and spice aromas and flavors. 93

SIGLO II (42 x 5")

Another beautiful cigar with loads of earthy, spicy character. Like other Cohibas, this one is full-bodied and rich in flavor with a long aftertaste. 90

SIGLO III (42 x 6")

A great addition to a great line of cigars. It is gorgeous to look at with its rich brown, smooth wrapper and gives loads of pleasure with every puff. An opulent smoke with great finesse and class. 95

SIGLO IV (42 x 5⅔")

A blockbuster of a cigar. Try it after a hearty meal. It gives a blast of cinnamon, tobacco and cedar flavors and seems a little rough for a moment. A few months of aging may soften some of the rough edges. 92

SIGLO V (43 x 6⅗")

It's a shame when you finish this cigar. You can't get enough of it. It is full-bodied and rich yet maintains superb harmony. A truly refined cigar. 96

CA: *But having said that, would you be willing to create a new brand for the American market that General Cigar could have if you worked out a partnership agreement?*

Padron: We would have to analyze the relationship of the commercial end of the American market, but we are prohibited from doing this today.

CA: *I understand what you are saying and it seems consistent in terms of your practices around the world. The only thing that I question is that America is such a big market and companies like General Cigar, Consolidated Cigar and Villazon already have the distribution, salesmen, accounts...it would be easy for you and for them to get together for distribution. If you had to start a new company and create distribution and a sales force, it would be very expensive to duplicate what they already have. That is the only reason I mentioned this.*

Padron: Marvin, I don't believe you. I just have to go to the United States and sit down in a hotel room and say that I am here and who wants to buy these brands? You? Okay. Here are the conditions.

CA: *Have you ever smoked cigars from a different country...the Dominican Republic, Honduras? When people ask you what is the difference between a good Cuban cigar and a good Dominican, how do you respond?*

Padron: Whenever I smoke a cigar, for instance a Macanudo....
I tried a Macanudo earlier today, I was not thinking of a Cuban cigar when I smoked it. I was thinking of a different thing. It is like if you are going to drink a Bordeaux, and then a wine from a different place. If you are looking to find the same thing in the Macanudo as a Cuban cigar you are not going to find it. It's a different thing. Don't think about Cuban cigars. Macanudo has a certain blend because they know how to make a cigar. It is not a Cuban cigar but it is very good for what it is. They know how to make cigars. Some cigars are not well-blended. They are just leaves and taste like straw.

CA: *Cuban cigars are a great topic of conversation in America because they are forbidden fruit. People dream about them. They read about them. Some people like to say that ten years ago Cuban quality went down. In your opinion, has there been a change in quality in the last ten years?*

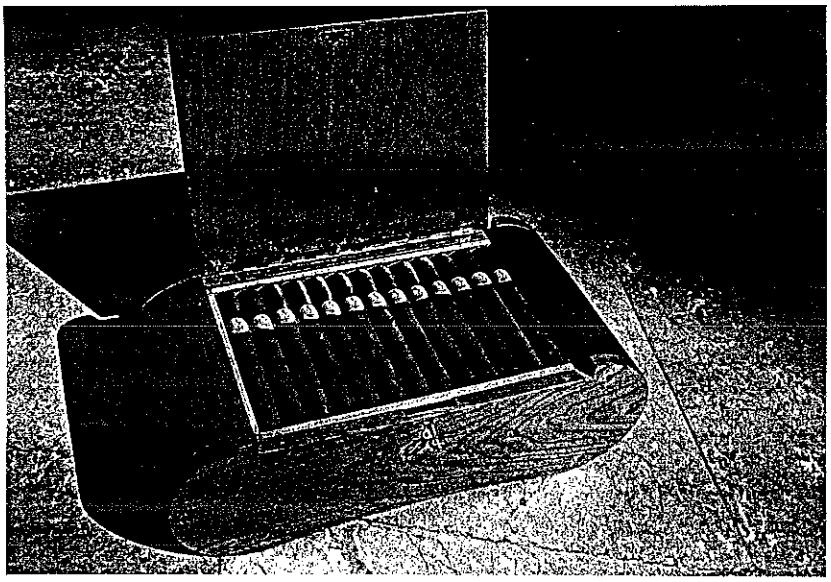
Padron: Let me tell you something. Maybe people were right. There was a reason. When we produce cigars, we use three years of different crops in our blend. So, we lost two crops in a row in 1980 and 1981. That was a very strong blow to our production. So, when that happens, you have to change the blend, and you cannot use what you normally use. You reduce your range of combinations of different tobaccos. You must realize that. And for another two or three years more you are not doing things like you were. For a few years in the early '80s, the cigars were not the same but they were still good cigars. That was a problem. In order to maintain our taste or flavor in cigars, we have to blend different harvests.

CA: *I remember in the early and mid-1980s when I would buy a box of Cuban cigars in Europe, upon inspection I would remove maybe five,*

A Cigar for Columbus

When Cuba released 500 limited edition humidors with 50 1492 cigars this autumn, no one ever expected such a smash success. Hong Kong sold out of its 80 boxes in a few weeks. London's 70 took about a month. Canada's 20 went in about the same amount of time.

A customer asked one London cigar merchant if he could buy the entire production of 500, while the Sultan of Brunei's brother, Prince Mohamed Bolkiah, reportedly sent a servant out to buy as many of the humidors as he could find in London. In Hong Kong most of the humidors were sold to a handful of customers for Christmas gifts.



ONE OF THE 501 CUSTOM-BUILT HUMIDOR BOXES FOR THE COMMEMORATIVE 1492 CIGARS. PHOTO BY JAMES SUCKLING.

"I could have sold twice as many," says Edward Sahakian, the owner of Davidoff of London, who went through his stock of 45 in a few weeks. "I was not surprised by the demand. It is a very special thing. Those people who bought them will probably not even smoke the cigars. They will be kept and cherished."

The oblong-shaped cherrywood humidor with its distinctive rounded ends and "1492" etched in its lid comes filled with 50 limited edition cigars. Each humdior is also etched with two numbers. One represents one of the 500 years since 1492 and the other corresponds to the actual year. For instance the last humidor is marked 1992-500. The cigars are also marked on their bands with numbers from 0 to 25,050. Of course, the first box was given to Fidel Castro while the second was a gift to King Juan Carlos of Spain. The humidor numbered 1992-500 is on permanent display in Havana's National Museum of Tobacco.

1492 cigars measure about 5⅝ inches by 46 ring gauge. The cigars look remarkably similar to the no-longer-produced Cuban Davidoff 5000, although the 1492s are box pressed. All the tobacco comes from the El Laguito factory, home of Cohiba cigars. The cigars, however, were made at the H. Upmann factory in downtown Havana. "It is a fabulous cigar," says Rafael Guerra of El Laguito. "It is a great shape, and the wrapper is one of the thinnest, finest wrappers we have ever used for a cigar."

The release price for the 1492 humidor and cigars is between $1,000 and $2,000 depending on the market. With such great demand, the humidor has already become a collector's item, and its price is expected to quickly escalate.

1492: A gorgeous cigar to look at with its impressively smooth, light-brown wrapper. It shows extremely refined aromas and flavors and loads of richness, yet it's also very delicate. A classy smoke. 92

—*J. S.*

six, seven cigars because they were clearly in bad condition. Now I rarely experience a bad box.

Padron: Let me tell you something. We committed an error at that point. We were too flexible with our quality control.

CA: *This was in the early '80s?*

Padron: Yes. We did it in order to maintain our sales. I was not in the tobacco business then. It was not a good decision. Right now we have a very, very clear instruction from Fidel. Nobody can do something like that. That is finished.

CA: *The other thing that people are saying today is that Cuba cannot maintain its quality because it has no fertilizer, no fumigation. You don't have the supplies you need to produce the quantity you need at the quality level you want. Is this true?*

Padron: No. No. We reduced our production because of this. We are not trying to increase production at any cost.

CA: *Today, are you able to get the necessary fertilizers and other chemicals you need?*

Continued on page 49

SAM FRANCIS
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Aquatint etching
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Continued from page 46

Padron: Today, we have top priority in Cuba. We are getting it.

CA: *—to produce the 60 to 70 million export quality cigars?*

Padron: We are not getting all that we need, but there is going to be a very good crop if the weather is okay.

CA: *So what is the limiting condition to produce more quality cigars? The weather, finances, fertilizers, what?*

Padron: In normal conditions, it is a question of climate. But right now, it is a question of finances.

CA: *What do you need the money for? The agricultural aspect? Inventory? Labor?*

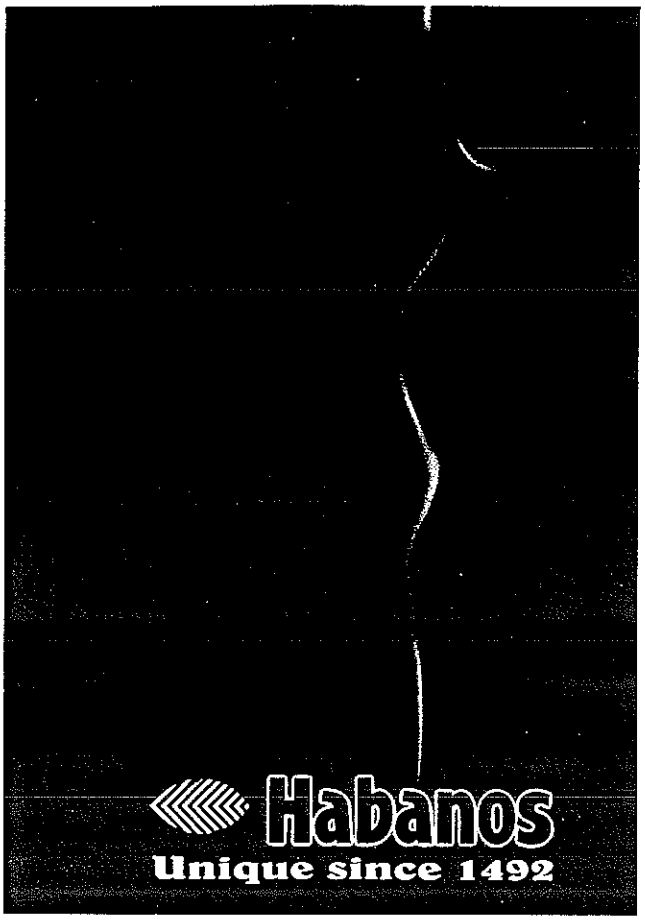
Padron: No, agriculture.

CA: *When did you peak? What was the maximum you had for export? How large did your cigar shipments get at their peak?*

Padron: We used to produce 120 million cigars for export.

CA: *How long ago was that?*

Padron: A couple of years ago.



CUBATABACO'S ADVERTISING CAMPAIGN IN WHICH THE "HABANOS" NAME IS PROMINENTLY DISPLAYED.

CA: *Aficionados sometimes say if you want to buy the best quality Cuban cigars, like Punch Punch, Hoyo Double Coronas, Montecristo No. 2, Cohiba Robusto and Esplendido, that you must go to England or Switzerland to buy them. Are there certain markets that get the best quality and the other markets that get the second quality?*

Padron: No. No. That is not true. The only difference in the past was the former socialist countries. We were delivering to them machine-made cigars by the millions.

CA: *One cigar merchant in Geneva, Switzerland, claims that he and his father actually come to Cuba to hand select cigars. Does that actually happen?*

Padron: Nobody can do that.

CA: *I want to go back to your government's attitude and philosophy regarding cigars. We have read a lot in the newspaper that there is a strong emphasis on tourism to bring in dollars, and that the sugar business is down. The nickel business is down. You have had problems with building the nuclear plant and so forth. It would seem to me that a few years ago tobacco was, economically speaking, relatively unimportant to the government, but today it is realizing that Cuban cigars create great prestige for the country. From a government standpoint, has there been a change in attitude in the last few years?*

Padron: No. There is another problem. When we had all that we needed to produce our crop it was not a problem. But when the financial problem started, Fidel found that he must give cigars priority in order to maintain the quality. Fidel said to be careful. We must give priority to cigars because it is very important.

CA: *For many years, Winston Churchill, wherever he was, held a cigar in his hand or mouth. For many years, you would never see a photo of Fidel without a cigar. About eight years ago, he stopped smoking because of the social and health issues in Cuba. People were smoking too much. He decided that he would stop smoking and set a good example for his people. Does he still take an interest in cigars? Does he ever go to the Vuelta Abajo or to the factories?*

Padron: He goes to see the cigar production. He has been interested in cigars since he was a very young fellow.

CA: *But he doesn't smoke anymore?*

Padron: No, he doesn't. He says that sometimes he still dreams about smoking a cigar.

CA: *Do you have an estimate as to how many cigars find their way into the United States each year?*

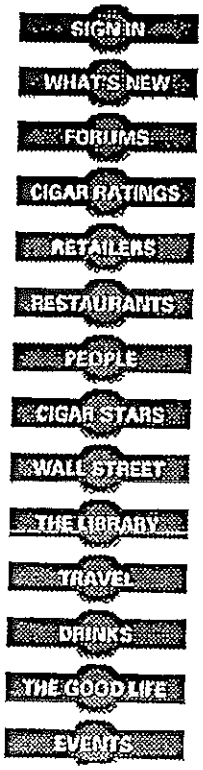
Padron: My people think that it must be around ten million.

CA: *When the embargo ends, what do you think the potential is for Cuban cigar sales in the Unites States?*

Padron: The first year will be less than ten million, but by the second year, we should be selling 20 million cigars.

CA: *A lot of Cuban cigars sold in England or Switzerland, for example, are actually bought by Americans. Won't sales go down in these markets once the U.S. market opens up?*

Padron: Maybe. Maybe. The sales all over the world may be slightly affected because Americans buy all over the world. ❖



Francisco Padron

Havana, November 1992

Francisco Padron, 52, triumphantly stood at the podium in the centuries-old Palace of the Captains General in Havana and described to dozens of diplomats, journalists and cigar industry members from around the world how Cohiba became a symbol of the best from Cuba

His face was difficult to see through the haze of fresh Cohiba smoke, but you couldn't help noticing his slightly satisfied smile as he announced the introduction of five new sizes in the Cohiba range Not only had he been at the cutting edge of developing the new cigars, Padron had been the impetus behind establishing Cohiba as the world's most prestigious cigar brand

Padron began in 1985 as director of Cuba's cigar export sales organization, Cubatabaco, after preparing an extensive study on the tobacco industry for the foreign trade minister "There were so many things to change," he said, looking back eight years "There was such great potential We just needed to sell more "

Increasing sales was not the only strategy Padron used He set out on a well-focused plan to take control of his worldwide distribution through establishing partnerships with his agents in key markets Having now achieved his goal, Padron is looking toward the future with great anticipation.

CIGAR AFICIONADO Editor and Publisher Marvin R Shanken met with Padron in November 1992, in Havana, to discuss the Cuban cigar industry and Padron's plans for the future.

CIGAR AFICIONADO Connoisseurs the world over appreciate Cuban cigars During the past several years, you've had serious business difficulties with Davidoff which have resulted in the end of your relations with the Swiss company and the discontinuation of Davidoff cigar production in Cuba. Is there confusion in the international marketplace caused by the Davidoff situation?

Francisco Padron None at all Let me tell you something We made an agreement with Davidoff We think that it [canceling production] is a very good agreement We signed the agreement, and we must not talk about it.

CA What is the future strategy for Cuban cigars?

Padron We want to have Habano cigar, not a brand name It doesn't matter if it is Bolivar, Montecristo or even Cohiba For the last four years, we have been telling the connoisseur how to recognize a Havana When we launched the smoke ad we just put Havana, now Habanos We think the most important thing is the umbrella that can cover all the brand names We can create a brand name whenever we want.

CA I think that a connoisseur understands that Cuba is a statement of origin and quality but he typically buys brands Once he buys a brand, then he buys sizes in a brand He is very brand loyal He smokes Cohiba He knows that Cohiba has a certain taste and style and so forth You speak of this marketing of Habanos, but isn't there a strategy to promote individual brands?

2

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Padron We have two strategies One is the institutional campaign I just described, and the second one is the brand campaign

CA Which do you feel is more important?

Padron We at Cubatabaco are in charge of both of them We deal with the institutional, and we let our enterprises [agents] around the world, in agreement with us, work on brand campaigns. For example, what does Fonseca mean to you?

CA It is well known as a highly respected Port wine

Padron Yes But in Barcelona it is a wonderful brand name for Cuban cigars We sell almost three million cigars. So that is why we let our agent analyze the best way to promote the Fonseca brand in Spain

CA You approve the brand advertising, and the local agent decides on which brands should be advertised depending on the importance of the brand in that marketplace?

Padron Yes We create the image We are now creating the image for various brand names, they must use that image and the concept of being under the Habanos umbrella

CA Cuba has approximately 30 brand names of which about 20 are popular. Do you think the future should favor fewer or more brands?

Padron Fewer We are not going to kill any of the brands. We are going to let the market select the best ones We are going to let the market kill them

CA At a meeting recently with your agents from around the world, you made it very clear that volume is nothing and that quality is everything But having said that, today you export approximately 60 million cigars You know if you produced 100 million cigars the market would absorb them. The demand greatly exceeds supply And knowing that cigars are agricultural and that there is only so much land, only so many workers and only so much money for inventory and aging and that the economy in Cuba is in such great difficulty right now, is there any significant way that you can increase cigar production without adversely affecting quality so that more people can enjoy Cuban cigars?

Padron Of course This is our hope We want to increase our production without losing quality

CA What kind of growth? If you are at 60 million cigars exported today, do you have some sort of plan? A five-year plan? Where do you see exports going?

Padron Without the U S market, we think that we can easily sell between 80 or 90 million--maybe even 100 million cigars We would like to be between 90 and 100 million

CA Is it a production question? A labor question? A capital investment question? The government is going to have to agree to take money away from some other industry and give it to you

Padron Our government already agreed to increase the tobacco leaf production, and there is a direct instruction from Fidel that the first priority is quality

CA Are there certain brands that you consider priority brands in terms of the future for your portfolio?

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Padron We are focusing on this in a different way. We already have a parameter for this At the top section, there are Cohiba and Montecristo In the

middle, there are Partagas, Romeo y Julieta, Hoyo de Monterrey and the others At the lower level, we have Los Statos Deluxe, Quintero and all those [machine-made] brands

CA Cohiba is described in tobacco terms as "the selection of the selection" and is the leading marque in your portfolio We now see the Cohiba family growing from six to eleven sizes. What was the reason for the increase in the number of Cohiba sizes?

Padron I would rather not answer this question (Editor's Note It was clear from talking to members of the trade while in Cuba that the new Cohiba sizes were introduced to replace the lost production of the chateau series produced earlier under the Davidoff brand name)

CA How big is Cohiba today?

Padron· It depends on the crop It had been about 3.4 million cigars It will be more in 1993 That was another reason for the launch of the new line. Production was just too small

CA Do you see Cohiba having additional sizes as time goes on?

Padron No, I don't think so

CA There obviously is a significant demand for Cuban cigars in the United States No doubt you hope that one day the embargo is lifted But doesn't that create problems between your agents and tobacconists from England, Switzerland, Mexico and Canada in that a lot of them compete for the same customer in America? When America opens up, won't many of these businesses lose their sales when Americans won't need to shop in foreign markets to buy Cuban cigars?

Padron They [the agents] don't have a problem with it They don't even mention it

CA Many American cigar smokers don't realize that there are two brands of Partagas, a Partagas in America from the Dominican Republic and a Partagas sold around the world from Cuba Assuming that tomorrow the embargo is lifted, how would it work? What would happen?

Padron We are not going to have two brands over there Not even in Europe We decided to break our deal with Davidoff because of that So what would happen is that we would launch new things for the North American market, new brands Or we could make an arrangement with the brand owners over there

CA General Cigar, as an example, owns the brand names Partagas, Ramon Allones and Cohiba for the U.S market, and it has tremendous distribution in the United States I would imagine that they would love to sit down with you and work it out to represent those brands of Cuban cigars in America. Is this possible or is it a problem? You are shaking your head no.

Padron The first condition is that they must pass the brand name to us. This is the first condition Immediately If not, forget about it. Second condition, they must be our partner. The same way that we have it in the rest of the world There is no other way to make a deal with us If not, forget about it.

CA But having said that, would you be willing to create a new brand for the American market that General Cigar could have if you worked out a partnership agreement?

Padron We would have to analyze the relationship of the commercial end of the American market, but we are prohibited from doing this today.

CA· I understand what you are saying and it seems consistent in terms of your

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practices around the world. The only thing that I question is that America is such a big market and companies like General Cigar, Consolidated Cigar and Villazon already have the distribution, salesmen, accounts.. it would be easy for you and for them to get together for distribution. If you had to start a new company and create distribution and a sales force, it would be very expensive to duplicate what they already have. That is the only reason I mentioned this.

Padron Marvin, I don't believe you I just have to go to the United States and sit down in a hotel room and say that I am here and who wants to buy these brands? You? Okay Here are the conditions.

CA Have you ever smoked cigars from a different country.. the Dominican Republic, Honduras? When people ask you what is the difference between a good Cuban cigar and a good Dominican, how do you respond?

Padron Whenever I smoke a cigar, for instance a Macanudo .I tried a Macanudo earlier today, I was not thinking of a Cuban cigar when I smoked it I was thinking of a different thing It is like if you are going to drink a Bordeaux, and then a wine from a different place. If you are looking to find the same thing in the Macanudo as a Cuban cigar you are not going to find it It's a different thing Don't think about Cuban cigars Macanudo has a certain blend because they know how to make a cigar It is not a Cuban cigar but it is very good for what it is They know how to make cigars Some cigars are not well-blended They are just leaves and taste like straw.

CA Cuban cigars are a great topic of conversation in America because they are forbidden fruit People dream about them They read about them Some people like to say that ten years ago Cuban quality went down In your opinion, has there been a change in quality in the last ten years?

Padron Let me tell you something Maybe people were right There was a reason When we produce cigars, we use three years of different crops in our blend So, we lost two crops in a row in 1980 and 1981 That was a very strong blow to our production So, when that happens, you have to change the blend, and you cannot use what you normally use. You reduce your range of combinations of different tobaccos You must realize that And for another two or three years more you are not doing things like you were. For a few years in the early '80s, the cigars were not the same but they were still good cigars That was a problem In order to maintain our taste or flavor in cigars, we have to blend different harvests

CA I remember in the early and mid-1980s when I would buy a box of Cuban cigars in Europe, upon inspection I would remove maybe five, six, seven cigars because they were clearly in bad condition Now I rarely experience a bad box

Padron Let me tell you something We committed an error at that point We were too flexible with our quality control

CA This was in the early '80s?

Padron Yes We did it in order to maintain our sales. I was not in the tobacco business then It was not a good decision Right now we have a very, very clear instruction from Fidel Nobody can do something like that That is finished

CA The other thing that people are saying today is that Cuba cannot maintain its quality because it has no fertilizer, no fumigation. You don't have the supplies you need to produce the quantity you need at the quality level you want Is this true?

Padron No No We reduced our production because of this. We are not trying to increase production at any cost.

CA Today, are you able to get the necessary fertilizers and other chemicals

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you need?

Padron Today, we have top priority in Cuba We are getting it

CA –to produce the 60 to 70 million export quality cigars?

Padron: We are not getting all that we need, but there is going to be a very good crop if the weather is okay.

CA So what is the limiting condition to produce more quality cigars? The weather, finances, fertilizers, what?

Padron In normal conditions, it is a question of climate But right now, it is a question of finances

CA What do you need the money for? The agricultural aspect? Inventory? Labor?

Padron No, agriculture

CA When did you peak? What was the maximum you had for export? How large did your cigar shipments get at their peak?

Padron We used to produce 120 million cigars for export

CA How long ago was that?

Padron A couple of years ago

CA Aficionados say if you want to buy the best quality Cuban cigars, like Punch Punch, Hoyo Double Coronas, Montecristo No 2, Cohiba Robusto and Esplendido, that you must go to England or Switzerland to buy them Are there certain markets that get the best quality and the other markets that get the second quality?

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CA For many years, Winston Churchill, wherever he was, held a cigar in his hand or mouth For many years, you would never see a photo of Fidel without a cigar About eight years ago, he stopped smoking because of the social and health issues in Cuba People were smoking too much He decided that he would stop smoking and set a good example for his people. Does he still take an interest in cigars? Does he ever go to the Vuelta Abajo or to the factories?

GC 001657

Padron He goes to see the cigar production He has been interested in cigars since he was a very young fellow

CA But he doesn't smoke anymore?

Padron· No, he doesn't He says that sometimes he still dreams about smoking a cigar.

CA Do you have an estimate as to how many cigars find their way into the United States each year?

Padron· My people think that it must be around ten million.

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Padron Maybe Maybe The sales all over the world may be slightly affected because Americans buy all over the world

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Cohiba's New Sizes

It has been under wraps for more than a year After spending months perfecting various tobacco blends, some of Cuba's top rollers at the Partagas factory in Havana began last autumn making five new sizes of Cohiba

The brand already includes some of Cuba's hottest-selling cigars, despite their astronomical prices Last year, Cohiba sales totaled close to 3 4 million cigars with an average retail price of $15 60 With such a following, the Cubans couldn't resist the chance to stoke the fire for demand and develop new sizes and shapes The addition of five new cigars brings the total to 11 under the Cohiba brand

Although no one at Cubatabaco, the government tobacco marketing organization, would confirm it, the cigars look surprisingly like some of the old Davidoff sizes and shapes abandoned last year when the Swiss company moved its cigar production to the Dominican Republic.

Cohiba's new "Linea 1492" celebrates the 500th anniversary of Columbus discovering Cuba and, more importantly, the explorer's discovery of tobacco. The five cigars in the Linea 1492 range are called Siglo I, Siglo II, Siglo III, Siglo IV and Siglo V *Siglo* means "century" in Spanish, therefore each cigar represents one of the centuries since Columbus's discovery.

Siglo I, exactly the same size as Davidoff s former Château Haut Brion, is about 4 inches long by 40 ring gauge Siglo II (Château Margaux) measures 5 inches by 42 ring gauge while Siglo III (Château Mouton-Rothschild) is also 42 gauge but 6 inches Siglo IV (Davidoff 5000) is about 5 2/3 inches by 42. Siglo V is the only cigar in the new range not to resemble a Cuban Davidoff. Similar to the classic 8-9-8, it measures 6 2/3 by 43.

Although they resemble other Cuban cigars, the Siglo range is 100 percent Cohiba In an arrangement similar to the production of Cohiba Robusto and Esplendido, the Linea 1492 cigars are being made at the Partagas factory in downtown Havana under the direction of technicians from El Laguito, the main factory for Cohiba All the tobacco for Siglo is selected, processed and matured like other Cohibas.

GC 001658

"The new cigars are made from the very best tobacco just like all Cohibas," says Rafael Guerra, assistant director of El Laguito, who is overseeing the production of the new line with Cuba's top tobacco man, Avelino Lara. "The tobacco is fermented three times, which is unique to Cohiba."

The proof is definitely within the wrapper. All the Cohiba Siglos are outstanding smokes Like other great Cohibas, such as Robusto and Esplendido, they are rich and opulent yet maintain a remarkable delicacy and refinement Annual production is expected to reach about one million cigars in total or about 200,000 of each size. That will increase overall Cohiba production to 4 4 million cigars.

The five Linea 1492 cigars are expected to reach key export markets by late spring Siglos come in varnished wooden boxes of 25 cigars rather than pressed in paper-covered wooden boxes. Prices have not been officially set, although Siglos are expected to fit into the current price range for Cohiba, from $8 to $23 a cigar

When asked if other sizes or shapes for Cohiba are being considered for the future, Cubatabaco officials would not reply; however, sources in the organization say that a pyramid-shaped cigar is not out of the question

-- James Suckling

SIGLO I (Ring Gauge 40 Length· 4")
A lot of flavor in a small cigar Beautifully crafted with a rich chocolate wrapper, it is soft-textured and sumptuous to smoke with dark chocolate and spice aromas and flavors 93

SIGLO II (42 x 5")
Another beautiful cigar with loads of earthy, spicy character Like other Cohibas, this one is full-bodied and rich in flavor with a long aftertaste 90

SIGLO III (42 x 6")
A great addition to a great line of cigars It is gorgeous to look at with its rich brown, smooth wrapper and gives loads of pleasure with every puff. An opulent smoke with great finesse and class 95

SIGLO IV (42 x 5 2/3")
A blockbuster of a cigar Try it after a hearty meal It gives a blast of cinnamon, tobacco and cedar flavors and seems a little rough for a moment A few months of aging may soften some of the rough edges 92

SIGLO V (43 x 6 2/3")
It's a shame when you finish this cigar You can't get enough of it. It is full-bodied and rich yet maintains superb harmony. A truly refined cigar. 96

A Cigar for Columbus

When Cuba released 500 limited edition humidors with 50 1492 cigars this autumn, no one ever expected such a smash success Hong Kong sold out of its 80 boxes in a few weeks London's 70 took about a month. Canada's 20 went in about the same amount of time.

A customer asked one London cigar merchant if he could buy the entire production of 500, while the Sultan of Brunei's brother, Prince Mohamed Bolkiah, reportedly sent a servant out to buy as many of the humidors as he could find in London. In Hong Kong most of the humidors were sold to a handful of customers for Christmas gifts

"I could have sold twice as many," says Edward Sahakian, the owner of Davidoff of London, who went through his stock of 45 in a few weeks "I was not surprised by the demand It is a very special thing Those people who

GC 001659

bought them will probably not even smoke the cigars. They will be kept and cherished."

The oblong-shaped cherrywood humidor with its distinctive rounded ends and "1492" etched in its lid comes filled with 50 limited edition cigars. Each humidor is also etched with two numbers One represents one of the 500 years since 1492 and the other corresponds to the actual year. For instance the last humidor is marked 1992-500. The cigars are also marked on their bands with numbers from 0 to 25,050. Of course, the first box was given to Fidel Castro while the second was a gift to King Juan Carlos of Spain The humidor numbered 1992-500 is on permanent display in Havana's National Museum of Tobacco

1492 cigars measure about 5 2/3 inches by 46 ring gauge. The cigars look remarkably similar to the no-longer-produced Cuban Davidoff 5000, although the 1492s are box pressed All the tobacco comes from the El Laguito factory, home of Cohiba cigars The cigars, however, were made at the H. Upmann factory in downtown Havana "It is a fabulous cigar," says Rafael Guerra of El Laguito "It is a great shape, and the wrapper is one of the thinnest, finest wrappers we have ever used for a cigar."

The release price for the 1492 humidor and cigars is between $1,000 and $2,000 depending on the market With such great demand, the humidor has already become a collector's item, and its price is expected to quickly escalate

1492: A gorgeous cigar to look at with its impressively smooth, light-brow wrapper It shows extremely refined aromas and flavors and loads of richness, yet it's also very delicate A classy smoke **92**

– J S

Return to this Issue's Contents

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GC 001660

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 30
Def. Ex. 24

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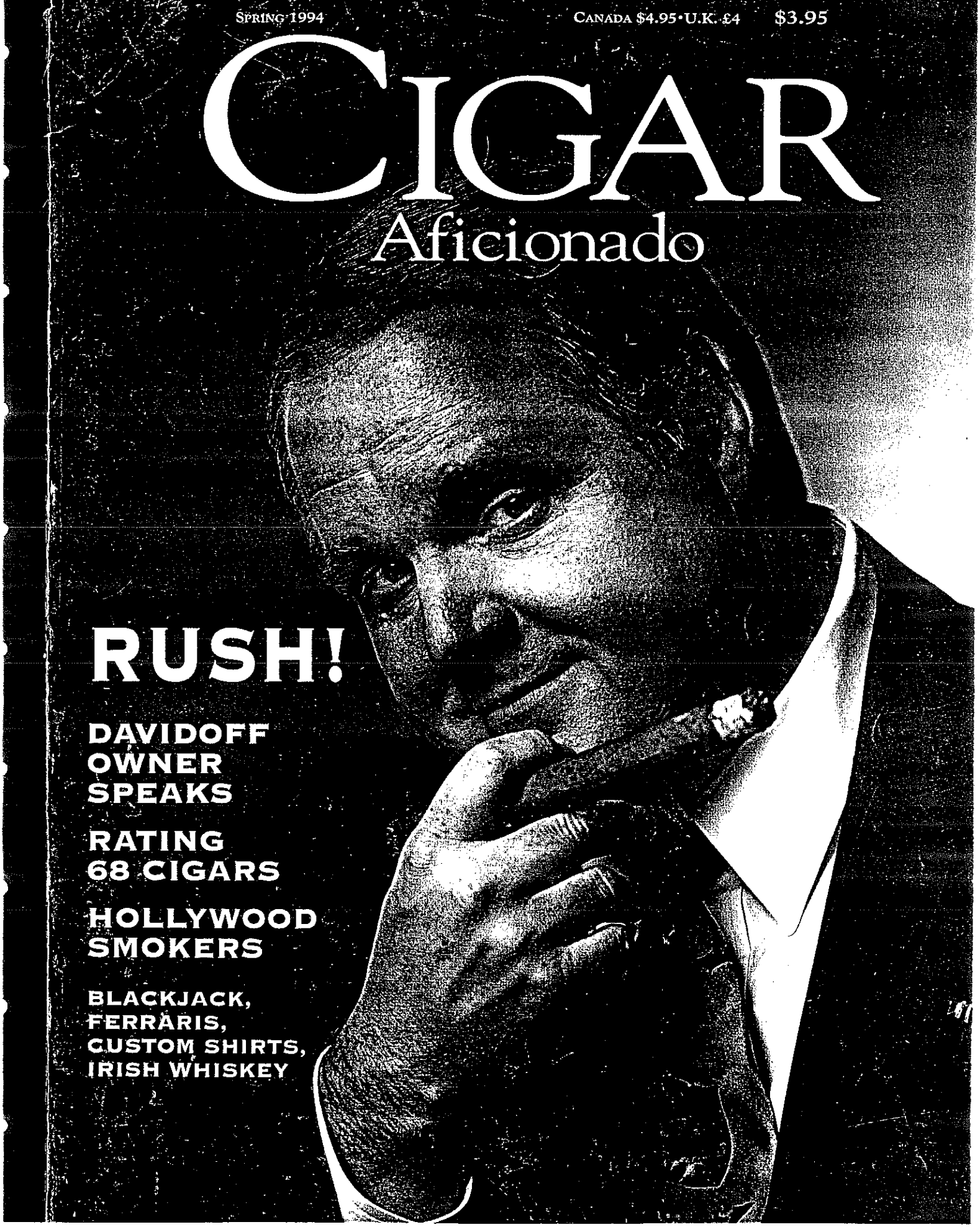
CIGAR Aficionado



RUSH!

DAVIDOFF OWNER SPEAKS

RATING 68 CIGARS

HOLLYWOOD SMOKERS

BLACKJACK, FERRARIS, CUSTOM SHIRTS, IRISH WHISKEY

INTERVIEW

INSIDE CUBAN CIGARS

CIGAR AFICIONADO INTERVIEWS CUBATABACO'S TOP OFFICIAL, FRANCISCO PADRON

Francisco Padron, the director of Cubatabaco, Cuba's cigar export sales group, didn't get much good news in 1993. A March storm severely damaged the tobacco crop and the cloth tarps used to grow shade wrappers. In combination with other factors, Padron was forced to cut back sharply on Cuba's cigar exports.

CIGAR AFICIONADO Editor and Publisher Marvin R. Shanken interviewed Padron in Mexico City in early December. They discussed the current state of the Cuban cigar industry and what the future holds for the country's cigar exports.

CIGAR AFICIONADO: *There has been a lot of talk that [the 1993] hurricane severely damaged Cuba's tobacco crops, and that this has affected quality and quantity, particularly for wrappers. What is the situation for production of Havana handmade cigars for export? What can we look forward to in the next few years?*

Francisco Padron: The hurricane caused a great deal of damage. We lost about 60 percent of our crop. It was only a quantity problem, however. The quality was very good, very good. It is a pity that in this past year we have been having very good quality crops, but the quantity has not been good. We are not delivering enough cigars to the world market because of this.

C.A.: *But the word was that the large leaf wrapper crop was annihilated, and that this was going to adversely affect the production of large-sized cigars—the double coronas, Churchills and so forth?*

Padron: If you have a big crop, you deliver more large leaves and you have more room to produce more large cigars and to choose the best leaves. When you have a small crop, it's the inverse. Wrappers are a very delicate thing. So when the hurricane came, it hurt the wrapper crop. It hurt all of the crop, but particularly the wrapper crop.

But even with that problem, we produced [in 1993] about 200 million cigars for the domestic market. But we are not delivering anything to the export market that does not have the right quality because quality is the first thing above all for us.

C.A.: *In 1993, what were the total exports for Cuban cigars?*

Padron: About 57 million cigars in 1993.

C.A.: *What did you export in 1992?*

Padron: 67 million.

C.A.: *And in 1991?*

Padron: 77 million.

C.A.: *And 1990?*

Padron: More or less the same quantity, about 80 million.

C.A.: *With the hurricane damage, what do you forecast your exports to be in 1994?*

Padron: Let's first discuss how we are going to increase our production. Worse than the hurricane is the embargo, the double embargo. Right now, it's almost like there's an embargo from the other socialist countries. We used to buy from them, fertilizers and plenty of other things for our crops. What is hurting us the most is that we can't buy right now, nor have we bought from the eastern socialist countries during the past three years what we used to buy from them for the cigar crop.

C.A.: *What are some of these things?*

Padron: Fertilizers and plenty of other things. For example, all the covers or tents used for growing wrapper leaves came from the Soviet Union. And now we can't get them. We used to buy 20 million square meters. Oil, gasoline and diesel. That is very short, and this really hurts the crop.

C.A.: *What do you do if you don't have the tenting for the wrapper crop?*

Padron: We reduce the crop. It is as simple as that. You can reuse about 30 percent of the old tents, but the storm [in 1993] destroyed all of the tents.

C.A.: *That means those losses will affect future harvests?*

Padron: We think that this coming crop will be a little better, and those afterward should be very big ones. For the '94 crop and on, we have solved almost all of our problems, almost everything.

C.A.: *So a year from now you should be back to the '90 and '91 levels?*

Padron: Even bigger.

C.A.: *What is your target for 1995?*

Padron: We think that in 1995, we should export 70 million cigars, and in 1996, we should have 80 million to 90 million.

C.A.: *But what do you forecast for 1994?*

Padron: There will be no more than 50 million cigars.

C.A.: *No more? Some people say much less.*

Padron: No. No. That is more or less what we are going to do. Remember this. We never, never export cigars unless they are of the right quality. Of course, you may not believe that we can choose or that we wouldn't take a lesser-quality wrapper from the domestic market production and use it for export. But that is not the case. We have to be careful, very careful. Besides, you know what decides the cigar is the shortest crop because we mix three crops. And if you have two short crops in a row, you have problems. So, we have been taking more tobacco from our warehouses.

C.A.: *Another comment is that because of the difficult economic situation in Cuba, you don't age the cigars in warehouses as long as you used to because of the shortages in supply and the need for dollars.*

Padron: That is not true for cigars. I have instructions directly from Fidel. He has said that I mustn't deliver cigars that are not the best quality. He says that they represent the image of the best quality of Cuba. So we never do anything else but deliver the best quality.

C.A.: *In the numbers that you have given me for 1990 to 1995, what percentage is handmade versus machine made?*

Padron: Now we only have about 10 million or 15 million machine-made cigars. That's it.

C.A.: *So that's pretty steady. You are not looking to increase or decrease the machine made?*

Padron: That depends on the orders. This is a business. If anybody asks for the cheaper machine-made cigars, we are going to deliver. Our priority, however, is handmade, not machine-made cigars.

C.A.: *You are delivering in the area of 50 or 60 million cigars, and let's say 40 to 45 million are handmade. With the increasing demand for Cuban cigars, do you have any idea what the total world demand would be for handmade Cuban cigars?*

Padron: Without the United States, we estimate the market to be from 90 to 100 million cigars.

C.A.: *And with the United States?*

Padron: 20 million more and increasing in four years.

C.A.: *At the* CIGAR AFICIONADO *seminar we held in New York, a panel discussed Cuba. It included Edgar Cullman, Nick Freeman, Theo Folz—top people in the cigar trade. We asked them about the embargo: how long did they think it would continue, given the current political environment and the leadership of Clinton. They seemed to have a consensus feeling that the lifting of the embargo was another five to seven years away. They added that in order to revitalize Cuba's cigar production it would take another five years. So, it would be 10 or 12 years before there is any balance of supply and demand, if the United States could buy Havana cigars. What would your response be to that?*

Padron: I am not a politician. Things are moving. As Jose Martí [the legendary, 19th-century, Cuban political hero] said, "the most important thing in politics is what you don't see."

C.A.: *A lot of people—cigar lovers—are disappointed that there has been no significant movement to bring things together between the two countries and that President Clinton has maintained the policy and given support to*

the Cuban-American Foundation of (Jorge) Mas Canosa. Do you see anything happening from the Cuban side that might lead to an end to the embargo, or is it really up to when the United States decides that it's enough already?

Padron: It is like a fight between Goliath and David. And you don't know who must make the first move.

C.A.: *If the embargo ended tomorrow or two or five years from now, have you thought through how it would happen and what the scenario would be? You would have problems with certain brands as far as*

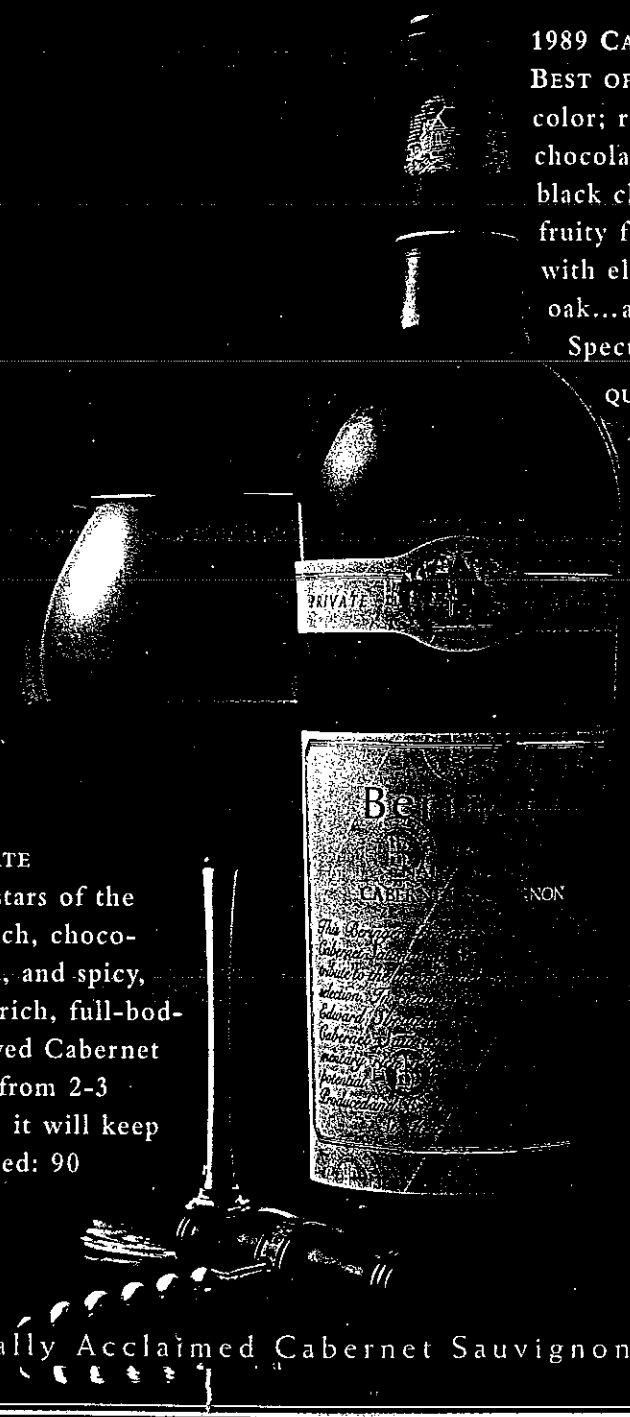
Beringer

NAPA VALLEY

PRIVATE RESERVE

1989

Cabernet Sauvignon



1989 CABERNET SAUVIGNON - BEST OF SHOW - "Deep, purply color; rich, ripe nose suggesting chocolate, vanilla-cream and black cherry; big, staggeringly fruity flavors commingled with elements of good young oak...a real powerhouse. Spectacular - no contest!"

QUARTERLY REVIEW OF WINES
Autumn 1993

"CELLAR SELECTION."
Rated: 90

WINE SPECTATOR
July 15, 1993

"BERINGER'S 1989 PRIVATE RESERVE is one of the stars of the vintage...loaded with rich, chocolatey, blackcurrant fruit, and spicy, toasty oak...This long, rich, full-bodied, impressively-endowed Cabernet Sauvignon will benefit from 2-3 more years of cellaring; it will keep for 15 more years." Rated: 90

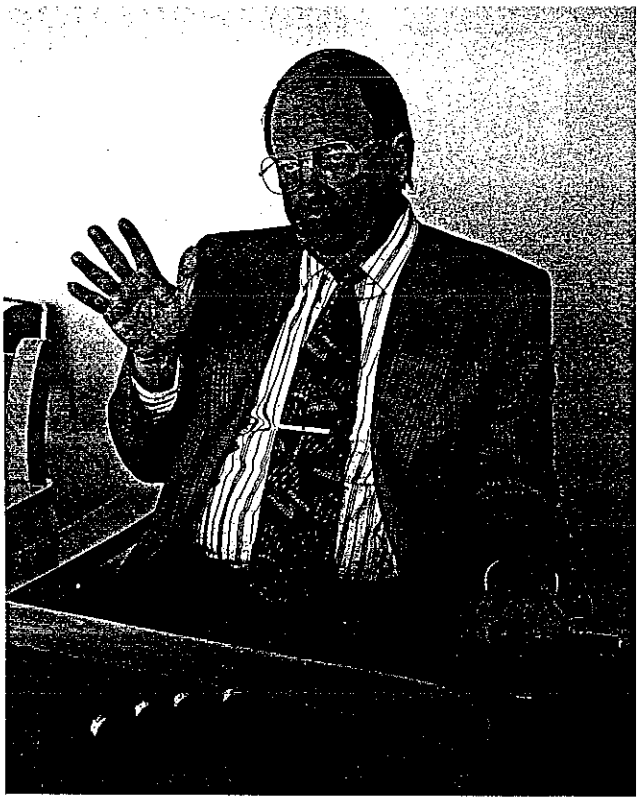
ROBERT M. PARKER, JR.
THE WINE ADVOCATE
October 26, 1993

BERINGER. Critically Acclaimed Cabernet Sauvignon, Year After Year.

trademark issues, and with other brands you do not have a problem. Have you thought how you would introduce your brands to the American market?

Padron: First, there is going to be a fight. We have not been able to have the brand name in the United States because of the embargo. It was forced by you [the United States]. It was not decided by our side. Your side decided on this. So, maybe there is going to be a fight. But we are not going to fight in order to get our cigars into the United States. As we always say, a Habano [cigar] is a Habano [cigar]. With a name of Marvin or Padron or Meyer or whatever goes on the cigar, it is a Habano. So, we are going to let everybody know that we are here, and this is a Habano. We are not going to fight with somebody else because he owns the brand name of Cohiba or Montecristo in America. We have been living without that for a long time.

C.A.: *So if you cannot resolve the issue, you would introduce new brand names which are Habano, and there would not be a conflict unless the*



government said that this issue must be resolved. You know the issue is that the families who lost the brand names say that they are entitled to have those brand names back, which is more confusing because of certain problems in the international market such as what has happened with Spain's tobacco monopoly, Tabacalera. Could you explain briefly what is the situation there as far as Montecristo, H. Upmann, Partagas and other brands?

Padron: In general, we have solved our disagreement in a way so that it will not hurt or create any problems for Tabacalera. This will help us to keep delivering Montecristo, Upmann, Partagas and others to the Spanish market.

C.A.: *So you are continuing to supply Spain, but who owns the brand names now? I thought that the worldwide rights, except for a few countries such as the United States, Cuba, the Dominican Republic and others, were sold to Tabacalera by Consolidated and General Cigar?*

Padron: Tabacalera owns the names. But they do not own the name in all countries. We own them in plenty of other key countries in the world.

C.A.: *In what countries do you still own the brand name Montecristo, as an example, since it is your biggest brand?*

Padron: We own it in the United Kingdom, Germany, Holland, Belgium, Switzerland, Canada and plenty of other countries.

C.A.: *In what important countries does Tabacalera own the brand?*

Padron: France and Spain are the most important. They are our two biggest markets.

C.A.: *So you are supplying the brand to them, and you have worked it out to continue the flow. What about the situation with the French tobacco monopoly, SEITA? There was a lawsuit regarding Montecristo and Partagas....*

Padron: We are still in the courts.

C.A.: *But I thought that you lost one of the lawsuits?*

Padron: Yes, but we are now in the upper courts.

C.A.: *Have they decided what you have to pay in damages? I heard more than $10 million....*

Padron: No. No. They are asking for the sky. The stars. Everything.

C.A.: *What are they asking?*

Padron: I don't remember exactly. I don't want to even think about it.

C.A.: *What is the lawsuit about? Who owns the name?*

Padron: They want to get money for the use of Montecristo and Partagas since we introduced those brand names in France. This is an incredible thing because I can show you the figures. Montecristo and Partagas were nothing in the '60s and early '70s. We made the reputation of Montecristo and Partagas.

C.A.: *As I remember, Montecristo was introduced into the French market around 1973, which is when it took off there?*

Padron: Yes. Yes. We created the brand name, not them.

Let me tell you something. Because we lost that fight in the courts in France, and we are now in the higher courts on appeal, we took Montecristo, Partagas, Ramon Allones, La Gloria Cubana, Por Larrañaga and four others off the market.

C.A.: *You took those off the market in France?*

Padron: Yes. Yes. So, as for our strategy for France, given the shortage in brands there, we decided to put there whatever they ask for in the other brands. Let's see what will happen in that market.

After three years of begging and two karats, Josie says, "Yes." Promise wedding of the century.

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C.A.: *What did you put in those markets?*

Padron: No. No. We just decided to increase the supply of the brands left in the market. What happened is that we are selling more cigars than the year before. It was incredible. This is not just a story, here are the figures. For example, El Rey del Mundo was up 200 percent. Hoyo de Monterrey was increased 200 percent. All our other brands in the French market have had tremendous increases. People who know how to smoke cigars are not going to smoke something else if they can find another Havana cigar.

So, I am very quiet. I took a chance in my second market, and it was all a success. I am not worried about the brand name. This is a different thing. When we started on this new direction in France, I forecasted that it would take us two years to get back our sales figures there, but to my surprise it happened on the very first year. And now we are selling more than the year before.

C.A.: *Did you have a similar experience in Spain?*

Padron: We didn't have time to find out. Do you know what has happened in Spain with the damn problem? The former president of Tabacalera thought that the most important thing for Montecristo was the name of the brand. So, they thought that we would never withdraw the brand from their market, but when the contract was up, I withdrew the Montecristo. It was a terrible political problem. Everybody all over Spain was writing about how crazy this was. So they realized the importance of Montecristo and Habano.

C.A.: *So you withdrew the brand from the market?*

Padron: Yes.

C.A.: *Is it back now?*

Padron: Yes. It was back for Christmas.

C.A.: *When did you withdraw it?*

Padron: Last April, more or less.

C.A.: *So they had no Montecristos after that?*

Padron: They had a little bit of stock left, but after that they didn't have any more. It was a terrible problem for them. So, they called us, and they signed a special contract for us to deliver.

C.A.: *The reason why Montecristo and Partagas are not in France is because of the lawsuit?*

Padron: No. We are putting Montecristo and Partagas back in the French market right now. Right now.

C.A.: *Is mini-Montecristo coming back to France?*

Padron: They are coming back to France from Spain.

C.A.: *But what will SEITA, the French monopoly, do? They have a large factory that isn't being used to make the mini-Montecristo anymore?*

Padron: We have made a new agreement for SEITA to make a new Cohiba, a mini-Cohiba.

C.A.: *When is that coming?*

Padron: That will be soon. We are testing it now.

C.A.: *What is the largest export market for handmade Cuban cigars today?*

Padron: Spain.

C.A.: *No. 2?*

Padron: France

C.A.: *No. 3?*

Padron: United Kingdom.

C.A.: *No. 4?*

Padron: Switzerland.

C.A.: *No. 5?*

Padron: Middle East as a whole.

C.A.: *No. 6?*

Padron: In that range, there are plenty of other countries. Canada. Mexico. Brazil. There are plenty in that range. One million; 1.5 million, 2 million cigars. There are plenty.

C.A.: *In terms of brand priority, is Cohiba viewed as your No. 1 priority in the world today?*

Padron: No. It is the most expensive one. But the flagship is Montecristo.

C.A.: *What percent of your total handmade cigars today is Montecristo?*

Padron: We don't make machine-made Montecristos. About 45 percent of our sales of handmade cigars are Montecristos.

C.A.: *What would be the No. 2 brand?*

Padron: Partagas.

C.A.: *What about No. 3?*

Padron: There are plenty of brands at that level.

C.A.: *So Montecristo may be 20 or 25 million cigars? And Partagas would be 8 or 9 million?*

Padron: Then comes plenty of others such as Romeo y Julieta, Punch, Bolivar, Hoyo de Monterrey....

C.A.: *And those would be 3 million or 4 million cigars each?*

Padron: More or less in this range.

C.A.: *But Cohiba is in the range more or less?*

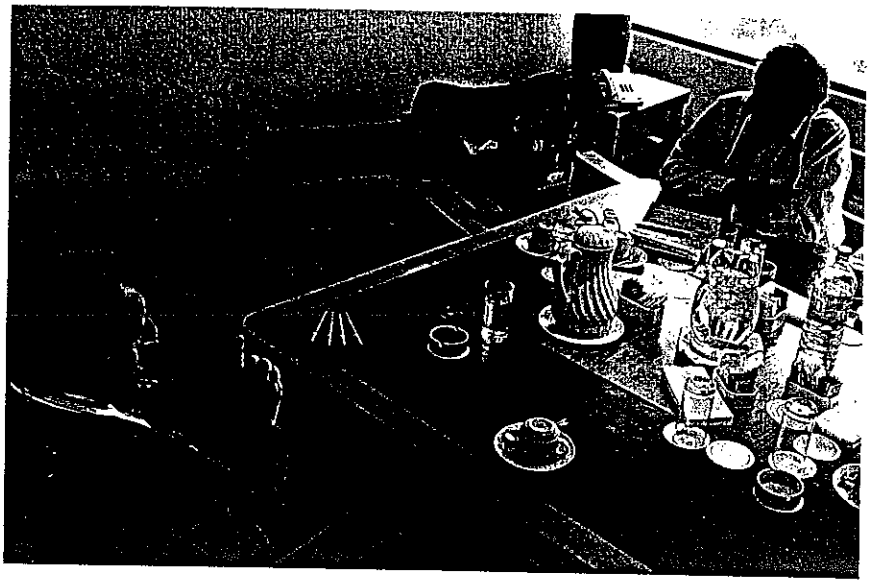
Padron: No. You have less than that now.

C.A.: *I thought it was 4 million cigars for Cohiba?*

Padron: No. No. That would be with a wonderful crop...two wonderful crops in a row.

C.A.: *So the 4 million cigars we have heard is really the limit when everything is working properly?*

Padron: Yes. Yes.



C.A.: *In this past year, what was the total production of Cohiba?*

Padron: Half that. Two million, or a little more.

C.A.: *But the Siglo series 1 through 5 was 1 million: 200,000 per new cigar?*

Padron: That was the original plan.

C.A.: *But what was produced?*

Padron: I launched the new Siglo range because I promised that I would do this, but I have already sold what we produced. It is an incredible thing.

C.A.: *But give me some idea what you sold of Siglo, half a million, a quarter of a million?*

Padron: We did more or less half of what we planned, about a half million.

C.A.: *So you only did about 4,000 boxes of each size. When will you have some more Siglo cigars to send people?*

Padron: We should have some Siglos available during the first quarter of 1994.

C.A.: *Is the production for 1994 of the five sizes of Siglo going to be a half a million or more?*

Padron: More or less a half million.

C.A.: *So what you are saying is that if you take away the half million of the Siglo series, then the rest of the Cohiba range is about 1.5 million cigars?*

Padron: Yes. More or less.

C.A.: *That's terrible.*

Padron: No. No more.

C.A.: *Production has really gone down.*

Padron: Cohiba should be at about 2.5 to 3 million cigars a year in the right situation. Remember this. Don't tie Cohiba to the rest of the crop because we select the tobacco from very few farms. Maybe there is a disaster in most places, but maybe in one of those small places the crop was wonderful. We take care of those special places.

C.A.: *So when you have limited resources for the tobacco crop, you prioritize them to go to these top-quality farms first?*

Padron: Yes. We try to maintain Cohiba first.

C.A.: *What do you recommend that consumers buy now considering the difficulty in supply of such fine cigars as Cohiba Siglo, Hoyo de Monterrey Double Corona and others?*

Padron: It depends what you like.

C.A.: *That's not what I mean. For instance, we have given a great score to the Hoyo de Monterrey Double Corona (99 points), but nobody seems to have it. Are you increasing the production of the Hoyo Double Corona?*

Padron: For all the fifth- and sixth-category cigars [the highest level in craftsmanship in Havana cigars], there is a definite problem because we did not have a good crop of big wrapper leaves.

C.A.: *Could you tell me the approximate production of the Hoyo de Monterrey Double Corona?*

Padron: I don't have the figure in my head. It was more or less the same production as last year.

C.A.: *That one size: is it 50,000 or 20,000? What is it?*

Padron: Really, I don't have those figures in my head.

C.A.: *Let's go to another subject. Davidoff.*

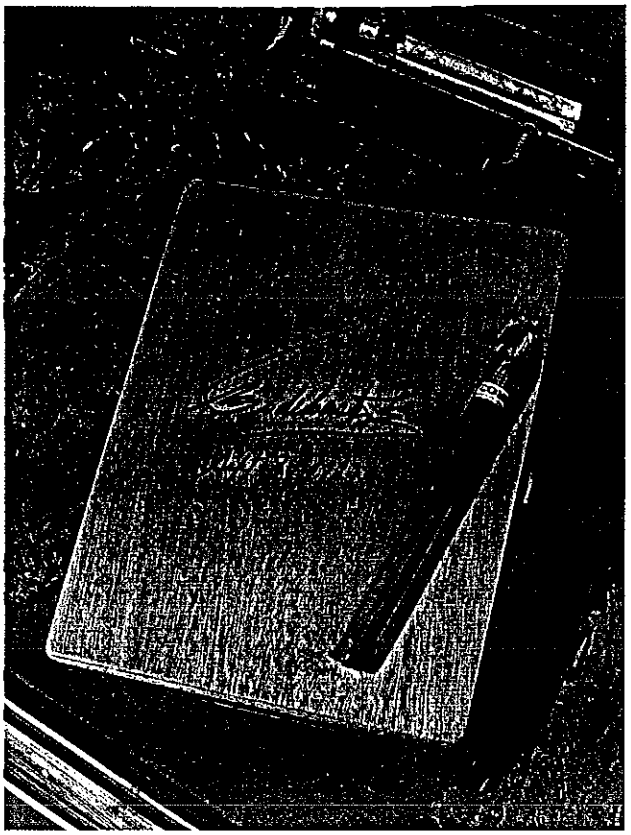
Padron: That is history.

C.A.: *I understand it's history, but the people at Davidoff have said to us in the past that if the situation changes they would like to come back to Cuba....*

Padron: Forget about it. As long as I am in Cubatabaco, forget about it. That is history. We don't need Davidoff. Life has proved that we don't need that name. And that's the most important thing.

A TASTE FOR LIFE.

REMY MARTIN FINE CHAMPAGNE COGNAC. EXCLUSIVELY FROM GRAPES OF THE COGNAC REGION'S TWO BEST AREAS.



A BOX OF 50 COHIBA LANCEROS, SIGNED BY FIDEL CASTRO, THAT WAS SOLD AT AUCTION FOR $18,750.

C.A.: *So they have to hope that you will go so that they have a chance to deal with somebody else.*

Padron: Maybe if the next person in my position is a fool; maybe they will have a chance. Why do we need Davidoff? What for? They killed their own chances!

C.A.: *We did a story a year ago about the Trinidad cigar, Castro's personal cigar for gifts. This has started a great mystique. Everybody wants to see it. Everybody wants to hold it. Everybody wants to smoke it. Is there any possibility, on a limited basis, that you might take the Trinidad out of just being a private stock for Fidel and diplomatic friends?*

Padron: I don't think so because he is going to tell us, "fellows, why don't you create your own brand? Whenever I come up with a brand name, you take it from me." He already told me that I should pay him a royalty for the Cohibas I sell (laughs). He is right, you know.

C.A.: *Does Castro stay in touch with what is happening in the world market for Havana cigars, and how the demand and image are growing, and how they are a great asset in terms of image to his country?*

Padron: I have already told you the instructions he has delivered to me. He said, "Padron. Quality first. Quality first." He says that if we have a short crop, then we must have a short production of exportable cigars. It's quality first.

C.A.: *Is there any product from Cuba that is exported that has the importance in terms of top image like Havana cigars?*

Padron: I think that our lobsters and our shrimps have a very high image. Of course, our rum is also very well known. Also, our coffee is excellent.

C.A.: *A week ago in London, there was an auction to help raise money for medical relief in Cuba at which time boxes of pre-Castro cigars and others went for very high prices. There was one box of 50 Cohiba Lancero cigars that had Fidel Castro's signature on top. That sold for a record £12,500, or about $18,750 (The money was raised for Cuban medical relief). Does Castro know about this, and what was his reaction?*

Padron: He was surprised. He laughed and said, "well, if you need any more boxes to be signed, just let me know." He was just joking, but he was very, very proud.

C.A.: *So you might do this again?*

Padron: That depends on him.

C.A.: *How did you get him to sign the box in the first place?*

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C.A.: *Someone had to ask him?*

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C.A.: *Has Cubatabaco ever held back stocks of cigars, and, if so, do you have any stocks of Cuban cigars from before the Revolution?*

Padron: We have a few stocks of these cigars (from 1959 and older). Not many. Just a few. We always keep some of them in stock.

C.A.: *They are not for sale?*

Padron: No, they are not for sale.

C.A.: *Have you thought about producing vintage-style cigars where you note when they were produced or from which harvests?*

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Padron: No. I don't think so. As you know, you can have the same blend every year. It is always a little different, but you try to keep it almost the same.

C.A.: *Are there any new brands you plan to bring out with in the near future?*

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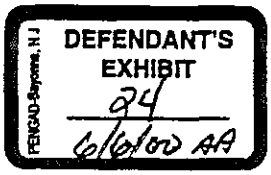

Weekly Poll

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The Counterfeit Gallery

Published Spring 1994

Inside Cuban Cigars

Cigar Aficionado interviews Cubatabaco's top official, Francisco Padron

Francisco Padron, the director of Cubatabaco, Cuba's cigar export sales group, didn't get much good news in 1993 A March storm severely damaged the tobacco crop and the cloth tarps used to grow shade wrappers. In combination with other factors, Padron was forced to cut back sharply on Cuba's cigar exports

Cigar Aficionado Editor and Publisher Marvin R Shanken interviewed Padron in Mexico City in early December. They discussed the current state of the Cuban cigar industry and what the future holds for the country's cigar exports.

Cigar Aficionado: There has been a lot of talk that [the 1993] hurricane severely damaged Cuba's tobacco crops, and that this has affected quality and quantity, particularly for wrappers. What is the situation for production of Havana handmade cigars for export? What can we look forward to in the next few years?

Francisco Padron. The hurricane caused a great deal of damage We lost about 60 percent of our crop It was only a quantity problem, however. The quality was very good, very good. It is a pity that in this past year we have been having very good quality crops, but the quantity has not been good. We are not delivering enough cigars to the world market because of this.

C A But the word was that the large leaf wrapper crop was annihilated, and that this was going to adversely affect the production of large-sized cigars--the double

coronas, Churchills and so forth?

Padron: If you have a big crop, you deliver more large leaves and you have more room to produce more large cigars and to choose the best leaves. When you have a small crop, it's the inverse. Wrappers are a very delicate thing. So when the hurricane came, it hurt the wrapper crop It hurt all of the crop, but particularly the wrapper crop.

But even with that problem, we produced [in 1993] about 200 million cigars for the domestic market. But we are not delivering anything to the export market that does not have the right quality because quality is the first thing above all for us.

C A. In 1993, what were the total exports for Cuban cigars?

Padron· About 57 million cigars in 1993

C.A. What did you export in 1992?

Padron. 67 million

C A And in 1991?

Padron. 77 million.

C A.. And 1990?

Padron: More or less the same quantity, about 80 million

C A.: With the hurricane damage, what do you forecast your exports to be in 1994?

Padron: Let's first discuss how we are going to increase our production. Worse than the hurricane is the embargo, the double embargo. Right now, it's almost like there's an embargo from the other socialist countries. We used to buy from them, fertilizers and plenty of other things for our crops What is hurting us the most is that we can't buy right now, nor have we bought from the eastern socialist countries during the past three years what we used to buy from them for the cigar crop

C A · What are some of these things?

Padron Fertilizers and plenty of other things For example, all the covers or tents used for growing wrapper leaves came from the Soviet Union And now we can't get them We used to buy 20 million square meters Oil, gasoline and diesel That is very short, and this really hurts the crop

C.A.: What do you do if you don't have the tenting for the wrap-per crop?

Padron: We reduce the crop. It is as simple as that. You can reuse about 30 percent of the old tents, but the storm [in 1993] destroyed all of the tents.

C.A.: That means those losses will affect future harvests?

Padron· We think that this coming crop will be a little better, and those afterward should be very big ones. For the '94 crop and on, we have solved almost all of our problems, almost everything.

C.A So a year from now you should be back to the '90 and '91 levels?

Padron· Even bigger

C.A What is your target for 1995?

Padron. We think that in 1995, we should export 70 million cigars, and in 1996, we should have 80 million to 90 million.

C.A : But what do you forecast for 1994?

Padron· There will be no more than 50 million cigars

C.A · No more? Some people say much less.

Padron: No. No. That is more or less what we are going to do. Remember this. We never, never export cigars unless they are of the right quality Of course, you may not believe that we can choose or that we wouldn't take a lesser-quality wrapper from the domestic market production and use it for export. But that is not the case We have to be careful, very careful Besides, you know what decides the cigar is the shortest crop because we mix three crops. And if you have two short crops in a row, you have problems So, we have been taking more tobacco from our warehouses

C A.: Another comment is that because of the difficult economic situation in Cuba, you don't age the cigars in warehouses as long as you used to because of the shortages in supply and the need for dollars

Padron That is not true for cigars I have instructions directly from Fidel He has said that I mustn't deliver cigars that are not the best quality. He says that they represent the image of the best quality of Cuba So we never do anything else but deliver the best quality

C.A.: In the numbers that you have given me for 1990 to 1995, what percentage is handmade versus machine made?

Padron: Now we only have about 10 million or 15 million machine-made cigars. That's it.

C.A.: So that's pretty steady. You are not looking to increase or decrease the machine made?

Padron: That depends on the orders. This is a business. If anybody asks for the cheaper machine-made cigars, we are going to deliver. Our priority, however, is handmade, not machine-made cigars

C.A. You are delivering in the area of 50 or 60 million cigars, and let's say 40 to 45 million are handmade. With the increasing demand for Cuban cigars, do you have any idea what the total world demand would be for handmade Cuban cigars?

Padron· Without the United States, we estimate the market to be from 90 to 100 million cigars

C.A And with the United States?

Padron 20 million more and increasing in four years

C.A.. At the Cigar Aficionado seminar we held in New York, a panel discussed Cuba. It included Edgar Cullman, Nick Freeman, Theo Folz--top people in the cigar trade We asked them about the embargo. how long did they think it would continue, given the current political environment and the leadership of Clinton. They seemed to have a consensus feeling that the lifting of the embargo was another five to seven years away. They added that in order to revitalize Cuba's cigar production it would take another five years. So, it would be 10 or 12 years before there is any balance of supply and demand, if the United States could buy Havana cigars What would your response be to that?

Padron· I am not a politician Things are moving As Jose Martí [the legendary, 19th-century, Cuban political hero] said, "the most important thing in politics is what you don't see."

C A. A lot of people--cigar lovers--are disappointed that there has been no significant movement to bring things together between the two countries and that President Clinton has maintained the policy and given support to the Cuban-American Foundation of (Jorge) Mas Canosa Do you see anything happening from the Cuban side that might lead to an end to the embargo, or is it really up to

when the United States decides that it's enough already?

Padron: It is like a fight between Goliath and David And you don't know who must make the first move.

C.A.: If the embargo ended tomorrow or two or five years from now, have you thought through how it would happen and what the scenario would be? You would have problems with certain brands as far as trademark issues, and with other brands you do not have a problem. Have you thought how you would introduce your brands to the American market?

Padron: First, there is going to be a fight. We have not been able to have the brand name in the United States because of the embargo. It was forced by you [the United States]. It was not decided by our side Your side decided on this. So, maybe there is going to be a fight. But we are not going to fight in order to get our cigars into the United States. As we always say, a Habano [cigar] is a Habano [cigar]. With a name of Marvin or Padron or Meyer or whatever goes on the cigar, it is a Habano. So, we are going to let everybody know that we are here, and this is a Habano. We are not going to fight with somebody else because he owns the brand name of Cohiba or Montecristo in America. We have been living without that for a long time.

C A.· So if you cannot resolve the issue, you would introduce new brand names which are Habano, and there would not be a conflict unless the government said that this issue must be resolved. You know the issue is that the families who lost the brand names say that they are entitled to have those brand names back, which is more confusing because of certain problems in the international market such as what has happened with Spain's tobacco monopoly, Tabacalera. Could you explain briefly what is the situation there as far as Montecristo, H. Upmann, Partagas and other brands?

Padron: In general, we have solved our disagreement in a way so that it will not hurt or create any problems for Tabacalera. This will help us to keep delivering Montecristo, Upmann, Partagas and others to the Spanish market

C A So you are continuing to supply Spain, but who owns the brand names now? I thought that the worldwide rights, except for a few countries such as the United States, Cuba, the Dominican Republic and others, were sold to Tabacalera by Consolidated and General Cigar?

Padron Tabacalera owns the names But they do not own the name in all countries We own them in plenty of other key countries in the world

C.A.: In what countries do you still own the brand name Montecristo,as an example, since it is your biggest brand?

Padron: We own it in the United Kingdom, Germany, Holland, Belgium, Switzerland, Canada and plenty of other countries.

C.A : In what important countries does Tabacalera own the brand?

Padron: France and Spain are the most important. They are our two biggest markets.

C.A So you are supplying the brand to them, and you have worked it out to continue the flow. What about the situation with the French tobacco monopoly, Seita? There was a lawsuit regarding Montecristo and Partagas.. .

Padron. We are still in the courts.

C.A. But I thought that you lost one of the lawsuits?

Padron: Yes, but we are now in the upper courts.

C.A.. Have they decided what you have to pay in damages? I heard more than $10 million.

Padron: No. No. They are asking for the sky. The stars. Everything

C A.. What are they asking?

Padron: I don't remember exactly. I don't want to even think about it

C A.: What is the lawsuit about? Who owns the name?

Padron. They want to get money for the use of Montecristo and Partagas since we introduced those brand names in France. This is an incredible thing because I can show you the figures Montecristo and Partagas were nothing in the '60s and early '70s We made the reputation of Montecristo and Partagas

C A · As I remember, Montecristo was introduced into the French market around 1973, which is when it took off there?

Padron Yes Yes We created the brand name, not them

Let me tell you something. Because we lost that fight in the courts in France, and we are now in the higher courts on appeal, we took Montecristo, Partagas, Ramon Allones, La Gloria Cubana, Por Larrañaga and four others off the market.

C.A : You took those off the market in France?

Padron: Yes. Yes. So, as for our strategy for France, given the shortage in brands there, we decided to put there whatever they ask for in the other brands Let's see what will happen in that market

C A . What did you put in those markets?

Padron: No. No We just decided to increase the supply of the brands left in the market. What happened is that we are selling more cigars than the year before. It was incredible. This is not just a story, here are the figures. For example, El Rey del Mundo was up 200 percent Hoyo de Monterrey was increased 200 percent. All our other brands in the French market have had tremendous increases. People who know how to smoke cigars are not going to smoke something else if they can find another Havana cigar

So, I am very quiet. I took a chance in my second market, and it was all a success. I am not worried about the brand name. This is a different thing. When we started on this new direction in France, I forecasted that it would take us two years to get back our sales figures there, but to my surprise it happened on the very first year. And now we are selling more than the year before

C.A.. Did you have a similar experience in Spain?

Padron. We didn't have time to find out Do you know what has happened in Spain with the damn problem? The former president of Tabacalera thought that the most important thing for Montecristo was the name of the brand So, they thought that we would never withdraw the brand from their market, but when the contract was up, I withdrew the Montecristo It was a terrible political problem Everybody all over Spain was writing about how crazy this was So they realized the importance of Montecristo and Habano

C A So you withdrew the brand from the market?

Padron Yes

C A Is it back now?

Padron: Yes. It was back for Christmas.

C.A.: When did you withdraw it?

Padron: Last April, more or less

C.A.: So they had no Montecristos after that?

Padron: They had a little bit of stock left, but after that they didn't have any more. It was a terrible problem for them. So, they called us, and they signed a special contract for us to deliver

C A : The reason why Montecristo and Partagas are not in France is because of the lawsuit?

Padron: No We are putting Montecristo and Partagas back in the French market right now. Right now

C.A. Is mini-Montecristo coming back to France?

Padron: They are coming back to France from Spain.

C A But what will Seita, the French monopoly, do? They have a large factory that isn't being used to make the mini-Montecristo anymore?

Padron: We have made a new agreement for SEITA to make a new Cohiba, a mini-Cohiba.

C A When is that coming?

Padron: That will be soon. We are testing it now

C A What is the largest export market for handmade Cuban cigars today?

Padron. Spain

C A. No 2?

Padron France

C A. No 3?

Padron United Kingdom

C A No 4?

Padron Switzerland

C A No 5?

Padron: Middle East as a whole.

C.A.: No. 6?

Padron: In that range, there are plenty of other countries. Canada. Mexico. Brazil. There are plenty in that range. One million; 1.5 million, 2 million cigars. There are plenty

C.A.: In terms of brand priority, is Cohiba viewed as your No. 1 priority in the world today?

Padron: No It is the most expensive one. But the flagship is Montecristo

C.A.· What percent of your total handmade cigars today is Montecristo?

Padron. We don't make machine-made Montecristos. About 45 percent of our sales of handmade cigars are Montecristos.

C.A : What would be the No 2 brand?

Padron: Partagas.

C A What about No. 3?

Padron· There are plenty of brands at that level.

C.A.: So Montecristo may be 20 or 25 million cigars? And Partagas would be 8 or 9 million?

Padron. Then comes plenty of others such as Romeo y Julieta, Punch, Bolivar, Hoyo de Monterrey .

C.A . And those would be 3 million or 4 million cigars each?

Padron: More or less in this range

C A. But Cohiba is in the range more or less?

Padron No You have less than that now

C A. I thought it was 4 million cigars for Cohiba?

Padron No No That would be with a wonderful crop two wonderful crops in a row

C A So the 4 million cigars we have heard is really the limit when everything is working properly?

Padron: Yes. Yes.

C.A.: In this past year, what was the total production of Cohiba?

Padron: Half that. Two million, or a little more.

C.A.: But the Siglo series 1 through 5 was 1 million: 200,000 per new cigar?

Padron: That was the original plan.

C A.: But what was produced?

Padron: I launched the new Siglo range because I promised that I would do this, but I have already sold what we produced. It is an incredible thing.

C.A.: But give me some idea what you sold of Siglo, half a million, a quarter of a million?

Padron We did more or less half of what we planned, about a half million.

C.A So you only did about 4,000 boxes of each size When will you have some more Siglo cigars to send people?

Padron: We should have some Siglos available during the first quarter of 1994.

C A.: Is the production for 1994 of the five sizes of Siglo going to be a half a million or more?

Padron: More or less a half million.

C.A So what you are saying is that if you take away the half million of the Siglo series, then the rest of the Cohiba range is about 1 5 million cigars?

Padron: Yes. More or less

C A. That's terrible

Padron No No more

C A Production has really gone down

Padron Cohiba should be at about 2 5 to 3 million cigars a year in the right situation. Remember this Don't tie Cohiba to the rest of the crop because we select the tobacco from very few farms Maybe there is a disaster

in most places, but maybe in one of those small places the crop was wonderful. We take care of those special places.

C.A.. So when you have limited resources for the tobacco crop, you prioritize them to go to these top-quality farms first?

Padron: Yes. We try to maintain Cohiba first.

C A.: What do you recommend that consumers buy now considering the difficulty in supply of such fine cigars as Cohiba Siglo, Hoyo de Mon-terrey Double Corona and others?

Padron: It depends what you like

C.A.: That's not what I mean. For instance, we have given a great score to the Hoyo de Monterrey Double Corona (99 points), but nobody seems to have it. Are you increasing the production of the Hoyo Double Corona?

Padron. For all the fifth- and sixth-category cigars [the highest level in craftsmanship in Havana cigars], there is a definite problem because we did not have a good crop of big wrapper leaves

C.A Could you tell me the approximate production of the Hoyo de Monterrey Double Corona?

Padron: I don't have the figure in my head. It was more or less the same production as last year.

C A That one size· is it 50,000 or 20,0000? What is it?

Padron: Really, I don't have those figures in my head

C.A Let's go to another subject. Davidoff

Padron. That is history

C A I understand it's history, but the people at Davidoff have said to us in the past that if the situation changes they would like to come back to Cuba. .

Padron Forget about it As long as I am in Cubatabaco, forget about it. That is history We don't need Davidoff Life has proved that we don't need that name And that's the most important thing

C A So they have to hope that you will go so that they have a chance to deal with somebody else

Padron. Maybe if the next person in my position is a

fool; maybe they will have a chance. Why do we need Davidoff? What for? They killed their own chances!

C.A.: We did a story a year ago about the Trinidad cigar, Castro's personal cigar for gifts. This has started a great mystique. Everybody wants to see it. Everybody wants to hold it. Everybody wants to smoke it. Is there any possibility, on a limited basis, that you might take the Trinidad out of just being a private stock for Fidel and diplomatic friends?

Padron: I don't think so because he is going to tell us, "fellows, why don't you create your own brand? Whenever I come up with a brand name, you take it from me." He already told me that I should pay him a royalty for the Cohibas I sell (laughs). He is right, you know.

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Return to Pat Jessie's Contents

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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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 31
Pl. Ex. 13

PLAINTIFF'S EXHIBIT
13
4/27/00 AF

enhanced this reputation for excellence We have selected St Domingo (now the Dominican Republic) with its rich tradition to make our COHIBA®. . . a handmade cigar of impeccable quality

COHIBA cigars are made from only fine aged tobaccos, blended with imported leaf to perfection and rolled with the skill and pride of cigar makers whose heritage is tobacco COHIBA's magnificent taste and aroma exemplify the centuries' old tradition of St. Domingo

HAND MADE

IMPORTED

20 CIGARS

In the year 1496, the first account of tobacco was published by the Spanish monk, Romanus Pane, who sailed with Columbus on his second voyage to America During his stay in St. Domingo (Hispaniola), he wrote the fascinating story of smoking by the Indian natives who used cured leaves from a strange plant which he named . . . COHIBA.

Since the early 16th century, the fertile soil and ideal climate of this Caribbean island has made it a major source of fine tobaccos. Fine handmade cigars further

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Norman Summary Judgment Ex. 32

PLAINTIFF'S EXHIBIT 28 5/17/00 W.B.

PLAINTIFF'S EXHIBIT PX 15

GC 000602

COHIBA No. 2

GC 000603

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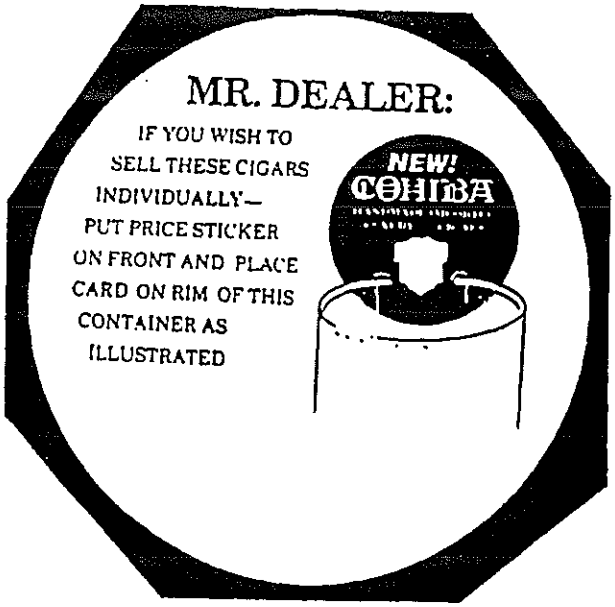
enhanced this reputation for [illegible]. We have selected St. Domingo (now the Dominican Republic) with its rich [illegible] tion to make our COHIBA . . . a [illegible] made cigar of impeccable quality. . . .

COHIBA cigars are made from the fine aged tobaccos, blended with [illegible] leaf to perfection and rolled with the [illegible] and pride of cigar makers whose [illegible] tobacco. COHIBA's magnificent [illegible] aroma exemplify the centuries' [illegible] tion of St. Domingo.

GC 000604

GC 000605


MR. DEALER:
IF YOU WISH TO SELL THESE CIGARS INDIVIDUALLY— PUT PRICE STICKER ON FRONT AND PLACE CARD ON RIM OF THIS CONTAINER AS ILLUSTRATED
NEW!
COHIBA

GC 000606

20 CIGARS
HANDMADE IN SANTIAGO
DOMINICAN REPUBLIC
IMPORTED BY
DIAZ Y CIA
P.O. BOX 418
MURRAY HILL STATION
NEW YORK, NY 10156

GC 000607

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 33

General Cigar Co., Inc.

320 West Newberry Road
Bloomfield, CT 06002-1398
203/769-3600
Telex: 325896
Cable: CULBROCORP NYK
FAX # (203) 769-3670

a company of
Culbro Corporation

FAX TRANSMITTAL FORM

DATE: December 10, 1993

TO: Ron Milstein

COMPANY: New York

FROM: John Rano

NUMBER OF PAGES 8 (INCLUDING COVER SHEET)

COMMENTS: Attached please find Cohiba 1982-1983 invoices.

EXHIBIT
Pltf's 43
5/23/00

CONFIDENTIAL

GC 004870

12 10 '93 08:57 ☎203 769 3670 GENERAL CIGAR CO --- CILBRO LEGAL 002 005
FROM GENERAL CIGAR

GENERAL CIGAR DOMINICANA

P O Box 675
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Telex: 946-1036
Telephone: 582-7112
582-7113
582-7114

GENCIGAR

General Cigar & Tobacco Co.
900 Rutter Avenue
Forty Fort, PA 18704
U. S. A.

FACTURA No. GC-34
INVOICE No.

September 23rd 19 82

Daez & Rannik, S.A.

Page # 1

Marks & Nos.	Order No.	Quantity	SIZE NAME		Net Wt. Per M.	Price per m	$ Value
Marcas Nos.	Orden No.	Cantidad	NOMBRE VITOLA		Peso neto Por M	Precio por m	$ Valor
			COHIBA BRAND				
		53,600	Cohiba No.1	1/50	23 lbs		
670	Unit 0322	53,600	Cohiba No.2	1/50	28 lbs		
		53,600	Cohiba No.3	1/50	30 lbs		
		160,800					

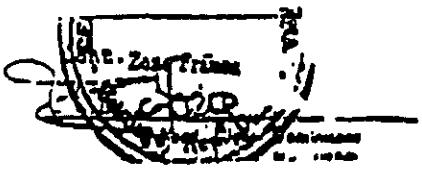
REDACTED

Total net weight
Total peso neto
Total gross weight
Total peso Bruto

CONFIDENTIAL

GC 004863

Dr. Zoe Frances
Dominican Republic



GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Telex 346-1026
Telephone 582-7112
582-7113
582-7114

Ref: GENCIGAR

General Cigar & Tobacco Co.
900 Butter Avenue
Forty Fort, PA 18704
U. S. A.

FACTURA No. GC-39
INVOICE No.

October 15th 1982

A: Baez & Rannik, S. A

Marks and Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA		Net Wt. Per M. / Peso neto Por M.	Price per m / Precio por m	Value / Valor
			COHIBA BRAND				
		6,400	Cohiba No.1	1/50	23 lbs		
1/80	Unit 0322	6,400	Cohiba No.2	1/50	28 lbs		
		6,400	Cohiba No.3	1/50	30 lbs		
1/122		40,320	Cohiba No.1	1/50	23 lbs		
3/164		40,320	Cohiba No.2	1/50	28 lbs		
5/206		40,320	Cohiba No.3	1/50	30 lbs		
		140,160					

REDACTED

CONFIDENTIAL

GC 004864

Total net weight
Total peso neto
Total gross weight

Zona Franca

GENERAL CIGAR DOMINICANA

P. O Box 675
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable. GENCIGAR

Telex: 346-1026
Telephone: 582-7117
582-7115
582-7116

FACTURA No. GC-46
INVOICE No.

December 3rd 19 8

General Cigar & Tobacco Co.
900 Rutter Avenue
Forty Fort, PA 18704
U. S. A.

VIA: Navieras de Puerto Rico

Marks And Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net Wt. Per. M. / Peso Neto Per M.	Price per m / Precio per m	$ Value / $ Valor

REDACTED

			COHIBA BRAND		
		12,000	Cohiba No.1	1/50	23 lbs
240/389	Unit 0322	12,000	Cohiba No.2	1/50	28 lbs
		12,000	Cohiba No.3	1/50	30 lbs
390/410		20,160	Cohiba No.1	1/50	23 lbs
411/431		20,160	Cohiba No.2	1/50	28 lbs
432/442		10,560	Cohiba No.3	1/50	30 lbs
		86,880			

Total net weight
Total peso neto
Total gross weight

CONFIDENTIAL

GC 004865

Zona Franca
General Cigar Dominicana

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex: 346-1016
Telephone: 582-7112
582-7113
582-7114

FACTURA No. GC-47
INVOICE No.

December 17th 19

General Cigar & Tobacco Co.
900 Rutter avenue
Forty Fort, PA 18704
U. S. A.

VIA: Navieras de Puerto Rico

Page # 1

Marks And Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price per m. / Precio por m	$ Value / $ Valor
148/157		9,600	Cohiba No.3	30 lbs		

REDACTED

Total net weight
Total gross weight

CONFIDENTIAL

GC 004866

General Cigar Dominicana

12 10 93 06:59 ☎203 769 3670 GENERAL CIGAR CO --- CULBRO LEGAL 008 005
FROM GENERAL CIGAR.

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex: 346-1026
Telephone: 582-7113
582-7115
582-7114

FACTURA No. GC-
INVOICE No.

September 16th, 1:

General Cigar & Tobacco Co.
900 Ruffar Ave., Forty Fort, PA 18704
c/o D. Y. Arguimbau & Co., 90 West Street
Suite 607, New York, N.Y. 10006, U.S.A.

VIA: SEA-LAND SERVICES, INC.

Marks And Nos.	Order No.	Quantity	SIZE NAME	Net. Wt. Per. M.	Price per m	$ Val
Marcas y Nos.	Orden No.	Cantidad	NOMBRE VITOLA	Peso Neto Por M.	Precio por m	$ Val

REDACTED

COHIBA BRAND

137/147		10,560	No. 1 1/50	23 "
148/158		10,560	No. 2 1/50	28 "
		21,120		

CONFIDENTIAL

GC 004867

Total net weight
Total peso neto
Total gross weight
Total peso Bruto

[illegible]

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex: 346-1826
Telephone: 582-7113
582-7113
582-7114

FACTURA No. GC-4
INVOICE No.

General Cigar Company

November 11th, 19

VIA:

No. 2

Marks And Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net Wt. Per M. / Peso Neto Por M.	Price per m / Precio por m	$ Val. / $ Val.
			COHIBA BRAND			
135/145		10,560	No. 1 1/50	23 Lbs.		
146/156		10,560	No. 2 1/50	28 "		
157/167		10,560	No. 3 1/50	30 "		
		31,680				

REDACTED

Total net weight
Total peso neto
Total gross weight 18.
Total peso Bruto

CONFIDENTIAL

GC 004868

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Telex: 566-1026
Telephone: 582-7113
582-7113
582-7114

ble: GENCIGAR

FACTURA No. GC-47
INVOICE No.

General Cigar Company
900 Rutter Ave., Forty Fort, PA 18704
c/o D. V. Arguimbau & Co., 590 Belleville Tpke.
Kearny, N.J. 07032, U. S. A.

December 9th, 19 83

A: NAVIERAS DE PUERTO RICO

GENERAL CIGAR DOMINICANA
Zona Franca, Ms. Por. M.
Santiago, Rep. Dom.

Marks & Nos.	Order No.	Quantity	SIZE NAME	Price per m	Value
Marcas Nos.	Orden No.	Cantidad	NOMBRE VITAL	Precio por m	Valor

REDACTED

COHIBA BRAND

2/166	4,800	No. 1	1/50	23 Lbs.	$
7/171	4,800	No. 2	1/50	28 "	
2/176	4,800	No. 3	1/50	30 "	
	14,400				

Total net weight
Total gross item
Total gross weight
Total gross Brutto

CONFIDENTIAL

GC 004869

General Cigar Dominicana
Export Licence No. 0888
Lic. de exportación No. 0888

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 34

PX220

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex: 146-1024
Telephone: 582-7113
582-7115
582-7116

FACTURA No. GC-43
INVOICE No.

General Cigar Company

November 11th, 19[illegible]

VIA: No. 2

Marks Ans Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net Wt. Per M. / Peso Neto Por M.	Price per m / Precio por m	$ Value / $ Valor
			COHIBA BRAND			
135/145		10,560	No. 1 1/50	23 Lbs.	$318.00	$ 3,358.[illegible]
146/156		10,560	No. 2 1/50	28 "	360.00	3,801.[illegible]
157/167		10,560	No. 3 1/50	30 "	403.00	4,255.[illegible]
		31,680				$11,415.[illegible]
168/168		1,000	REDACTED		$430.00	$ 430.[illegible]
169/169		1,000			$230.00	$ 230.[illegible]
170/171		1,500			285.00	427.[illegible]
172/172		5,300			40.00	212.[illegible]
		7,800				$ 869.[illegible]
173/173		1,500			$270.00	$ 405.[illegible]
174/223		30,000			$275.00	$ 8,250.[illegible]
		214,640	GRAND TOTAL			$82,020.[illegible]

CONFIDENTIAL

GC 000127

Total net weight 4,957 Lbs.
Total peso neto
Total gross weight: 11,345 Lbs.
Total peso Bruto

CONFIDENTIAL

P 0137

GENERAL CIGAR DOMINICANA

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 35
PX 221
GC 003380, 3383

PX 65221

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex 346-1026
Telephone 582-7112
582-7113
582-7114

FACTURA No. PR-3
INVOICE No.

June 3rd, 19 83

Puerto Rico Supplies Co., Inc.
Calle C Esquina B, Urb. Ind.
Luchetti, Bayamon
Puerto Rico 00619

VIA: DOMINICANA DE AVIACION

Marks And Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price por m / Precio por m	$ Value / $ Valor

REDACTED

COHIBA BRAND

23/24	1,920	Cohiba 1 1/50	23 Lbs.	
25/26	1,920	Cohiba 2 1/50	28 "	
27/28	1,920	Cohiba 3 1/50	30 "	
	5,760			

REDACTED

CONFIDENTIAL

Total net wei ... s.
Total peso ne ...
Total gross w ... Lbs.
Total peso B. ...

GENERAL CIGAR DOMINICANA
Zona Franca
Santiago, R.D.
General Cigar Dominicana
Export License No. 0855
Licencia de exportacion No. 0855

GC 003380

General Cigar Dominicana

Zona Franca Industrial
Apdo Postal 875
Santiago, Republica Dominicana
582-7112-13-14
Telex 346-1026
Cable GENCIGAR

a company of Culbro Corporation
Culbro

DATE: June 3rd, 1983

INV. NO. PR-3

PACKING LIST

CONTENTS: cartons with cigars.

CARTON NO.	QTY. OF CARTONS	QTY. OF CIGARS	SIZE
REDACTED			
23/24	2	1,920	Cohiba 1
25/26	2	1,920	Cohiba 2
27/28	2	1,920	Cohiba 3

GENERAL CIGAR DOMINICANA
Zona Franca
Santiago, Rep. Dom.

CONFIDENTIAL

GC 003383

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 36

PX 222

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex: 346-1026
Telephone: 582-7112
582-7113
582-7114

FACTURA No. GC-5
INVOICE No.

February 10th, 1984

General Cigar Company
900 Rutter Ave., Forty Fort, PA 18704
c/o D. V. Arguimbau & Co., 590 Belleville Tpke.
Kearny, N.J. 07032, U. S. A.

VIA: NAVIERAS DE PUERTO RICO

Marks And Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price por m / Precio por m	$ Value / $ Valor
136/140		4,800	COHIBA BRAND No. 1 1/50	23 Lbs.		
141/145		4,800	No. 2 1/50	28 "		
		9,600				

REDACTED

Total net weight
Total peso neto

Total gross weight:
Total peso Bruto:

CONFIDENTIAL

GC 003661

General Cigar Dominicana
Export Licence No. 0855
Licencia de exportación No. 0855

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex. 346-1026
Telephone. 582-7112
582-7113
582-7114

FACTURA No. GC-9
INVOICE No.

March 9th, 1984

General Cigar Company
900 Rutter Ave., Fort Fort, PA 18704
c/o D. V. Arguimbau & Co., 590 Belleville Tpke.
Kearny, N.J. 07032, U. S.A .

VIA: NAVIERAS DE PUERTO RICO

Marks And Nos.	Order No.	Quantity	SIZE NAME	Net. Wt. Per. M.	Price per m	$ Value
Marcas y Nos.	Orden No.	Cantidad	NOMBRE VITOLA	Peso Neto Por M.	Precio por m	$ Valor

REDACTED

			COHIBA BRAND	
168/173		5,760	No. 1 1/50	23 Lbs.
174/179		5,760	No. 2 1/50	28 "
180/185		5,760	No. 3 1/50	30 "
		17,280		

Total net weight
Total peso neto
Total gross weight:
Total peso Bruto:

CONFIDENTIAL

GC 003679

GENERAL CIGAR DOMINICANA
Zona Franca
Santiago, Dominican Republic
General Cigar Dominicana
Export Licence No. 0855
Lic. de Exportacion No. 0855

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic

Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex: 346-1026
Telephone: 582-7112
582-7113
582-7114

FACTURA No. GC-15
INVOICE No.

April 12th, 1984

General Cigar Company
900 Rutter Ave., Forty Fort, PA 18704
c/o D. V. Arguimbau & Co., 590 Belleville Tpke.
Kearny, N.J. 07032, U. S. A.

VIA: SEA-LAND SERVICES, INC.

Marks And Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price por m / Precio por m	$ Value / $ Valor
180/187		7,680	No. 2 COHIBA BRAND	28 Lbs.		

REDACTED

Total net
Total peso neto
Total gross weight:
Total peso Bruto:

CONFIDENTIAL

GC 003698

General Cigar Dominicana
Export license No. 0855
Lic. de exportación No. 0855

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex: 346-1026
Telephone: 582-7112
582-7113
582-7114

General Cigar Company

FACTURA No. GC-19
INVOICE No.

May 18th, 19 84

VIA:

No. 2

Marks And Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Por M. / Peso Neto Por M.	Price per m / Precio por m	$ Value / $ Valor
			COHIBA BRAND			
120/122		2,880	No. 1 1/50	23 lbs.		
123/128		5,760	No. 2 1/50	28 "		
129/133		4,800	No. 3 1/50	30 "		
		13,440				

REDACTED

Total net weight lbs.
Total peso neto
Total gross weight: lbs.
Total peso Bruto:

CONFIDENTIAL

GC 003718

GENERAL CIGAR DOMINICANA
Zona Franca

General Cigar Dominicana
Export license No. 0855
Lic. de exportacion No. 0855

GENERAL CIGAR DOMINICANA

P. O. Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Cable: GENCIGAR

Telex: 346-1026
Telephone: 582-7112
582-7113
582 7114

FACTURA No. GC-20
INVOICE No.

May 25th, 1984

GENERAL CIGAR COMPANY
900 Rutter Ave., Forty Fort, PA 18704
c/o D. V.Arguimbau & Co., 590 Belleville Tpke.
Kearny, N.J. 07032, U.S.A.

VIA: SEA-LAND SERVICES, INC.

Marks And Nos. / Marcas y Nos.	Order No. / Orden No.	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price por m / Precio por m	$ Value / $ Valor
1/27 28/28 29/30 31/45			REDACTED			
			COHIBA BRAND			
73/80		7,680	No. 1 1/50	23 Lbs.		
81/86		5,760	No. 2 1/50	28 "		
87/92		5,760	No. 3 1/50	30 "		
		19,200				

Total net weight
Total peso neto
Total gross weight:
Total peso Bruto:

CONFIDENTIAL

GC 003739

Zona Franca Cigar Dominicana
Export license No. 0855
Lic. de exportacion No. 0855
Santiago, Rep. Dom.

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 37

NATIONAL 1

STATISTIC REPORT - REGULAR
CIGARS IN THOUSANDS 01 03 86

TOBACCO IN HUNDRETHS

DECEMBER 85 VERSUS 84 DECEMBER

THIS YEAR	LAST YEAR	THIS YR	LAST YR	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR

REDACTED

Pltfs
DEPOSITION
EXHIBIT # 229
FOR ID TRN
11-7-00

CONFIDENTIAL

REDACTED

CONFIDENTIAL
GC 004807

NATIONAL

2

STATISTIC REPORT - REGULAR
CIGARS IN THOUSANDS

01 03 86

TOBACCO IN HUNDRETHS

DECEMBER 85 VERSUS 84

DECEMBER

THIS YEAR	LAST YEAR	THIS YR	LAST YR	THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR

REDACTED

CONFIDENTIAL

REDACTED

CONFIDENTIAL
GC 004809

SPT OF KGS VICTR
TOTAL SECONDS

CONFIDENTIAL

GC 004810

STATISTIC REPORT - REGULAR
CIGARS IN THOUSANDS

01 03 86

TOBACCO IN HUNDRETHS

DECEMBER 85 VERSUS 84

THIS YEAR	LAST YEAR	THIS YR	LAST YR		DECEMBER THIS YEAR	LAST YEAR	THIS YEAR	LAST YEAR
1	3 66.6-	2	COHIBA NO 1		17	35 51.4-	8	17 52.9-
	3	2	COHIBA NO 2		26	47 44.6-	14	26 46.1-
	3	2	COHIBA NO 3		22	35 37.1-	13	21 38.1-
	9 88.8-	5	TOTAL COHIBA		64	116 44.8-	36	64 43.7-

REDACTED

CONFIDENTIAL

GC 004811

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 38

General Cigar Company

a company of Culbro Corporation

ORGANIZATION

ZONE | REGION | DIV | TERR | CUST

PAGE

ISSUE DATE

* UNITS AND DOLLARS IN

MONTH of

UNITS THIS MONTH	%	DOLLARS THIS MONTH	%	DESCRIPTION	YEAR TO DATE UNITS YEAR TO DATE	%	DOLLARS YEAR TO DATE	%

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DEPOSITION

EXHIBIT # 231

FOR ID TRN

11-7-00

REDACTED

GC 007322A
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General Cigar Company

a company of Culbro Corporation

ORGANIZATION

ZONE | REGION | DIV | TERR | CUST

* UNITS AND DOLLARS IN

PAGE

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PAGE

ISSUE DATE 12/29/00

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General Cigar Company

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ZONE | REGION | DIV | TERR | CUST

* UNITS AND DOLLARS IN THOUSANDS

REPORT

NATIONAL REPORT

PAGE 4

ISSUE DATE 12/29/88

MONTH of

UNITS THIS MONTH		%	DOLLARS THIS MONTH		%	DESCRIPTION	YEAR TO DATE DECEMBER UNITS YEAR TO DATE		%	DOLLARS YEAR TO DATE		%
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						[illegible]						
						*** TOTAL ***	[illegible]	10,888		12,384	12,077	
						[illegible]						
						*** TOTAL ***	70	26		182	69	
						[illegible]						
						*** TOTAL ***	[illegible]	2,042		740	638	
						[illegible]						

REDACTED

GC 007325A
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General Cigar Company

a company of Culbro Corporation

ORGANIZATION

ZONE	REGION	DIV	TERR	CUST

[illegible] REPORT

NATIONAL REPORT

PAGE ____

ISSUE DATE 12/ [illegible] /90

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YEAR TO DATE DECEMBER

UNITS THIS MONTH	%	DOLLARS THIS MONTH	%	DESCRIPTION	UNITS YEAR TO DATE THIS YEAR	UNITS YEAR TO DATE LAST YEAR	%	DOLLARS YEAR TO DATE THIS YEAR	DOLLARS YEAR TO DATE LAST YEAR	%
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General Cigar Company

a company of Culbro Corporation

ORGANIZATION

ZONE REGION DIV TERR CUST

* UNITS AND DOLLARS IN

PAGE

ISSUE DATE

MONTH of

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General Cigar Company

a company of Culbro Corporation

ORGANIZATION

ZONE REGION DIV TERR CUST

NATIONAL ACCOUNT

PAGE

ISSUE DATE 1-/20/00

* UNITS AND DOLLARS IN THOUSANDS

MONTH of					DESCRIPTION	YEAR TO DATE					
						DECEMBER					
UNITS THIS MONTH		%	DOLLARS THIS MONTH		%	UNITS YEAR TO DATE		%	DOLLARS YEAR TO DATE		%
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GC 007328A
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Under Protective Order

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 40

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JEFFREY E. STEEN
JOHN A. BAUER*
WILMA TRIEBWASSER*

* NOT ADMITTED IN NEW YORK

July 6, 1989

Ronald S. Milstein, Esq.
Assistant General Counsel
Culbro Corporation
387 Park Avenue South
New York, NY 10036-8899

Re: Proposed Use and Registration In the U.S. of Marks Used Abroad by Cubatabaco
Our Ref.: 246-Gen

Dear Ron:

As we discussed, enclosed herewith is a report of the United States trademark registrations owned by Cubatabaco. As you can see, Cubatabaco owns a U.S. registration incorporating the "indian head on tobacco leaf" design together with the word BEHIQUE on the polka dot background grid, for "smoking tobacco, chewing tobacco, snuff, and cigarettes." (Reg. No. 1,441,404).

The aforementioned registration was apparently obtained based on corresponding Cuban registrations pursuant to the Paris Convention, to which both the United States and Cuba belong. Although this registration was obtained without any use in United States commerce by Cubatabaco, it is still sufficient to give Cubatobaco priority rights in the United States as of its U.S. filing date, i.e. February 22, 1985.

Moreover, although Cubatabaco's mark has probably not been used in U.S. commerce since its registration on June 2, 1987, it is doubtful whether we could successfully cancel said registration on the grounds of abandonment. In the absence of extenuating circumstances, such non-use for two consecutive years after registration creates a prima facie case of abandonment. However there is a good chance that Cubatabaco could overcome such an abandonment charge by arguing that its failure to use the mark within the United States is not voluntary but, rather, is the result of a U.S. policy which is subject to change.

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Please call if you have any further questions, or concerns regarding this matter.

Very truly yours,

Scott Greenberg

SDG:VW
Encl.

cc: Harry C. Marcus, Esq.

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Under Protective Order

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Welcome to DIALOG
Dialog level 21.01.3A

Last  logoff  29jun89 14:29:05
Logon file001 29jun89 14:30:39

File   1:ERIC - 66-89/MAY.

      Set  Items  Description
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? b226

       29jun89 14:32:40 User204930 Session A458.2
            $0.84    0.028 Hrs File1
     $0.84  Estimated cost File1
     $0.34  Tymnet
     $1.18  Estimated cost this search
     $1.47  Estimated total session cost   0.035 Hrs.

File 226:TRADEMARKSCAN OG:06/13/89 AP:05/24/89
         (Copr. 1989 Thomson & Thomson)

      Set  Items  Description
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? ss on=cubatabaco

      S1       5  ON=CUBATABACO
? t 1/19/all


 1/19/1
QUAI D'ORSAY
          US CLASS    : 011 (Inks and Inking Materials)
          INTL CLASS  : 034 (Smokers Articles)
          STATUS : Pending
          GOODS/SERVICES : RAW TOBACCO, CIGARS, CIGARETTES, CUT TOBACCO,
            RAPEE, MANUFACTURED TOBACCO OF ALL KINDS, MATCHES, TOBACCO
            PIPES, PIPE HOLDERS, ASHTRAYS, MATCH-BOXES, CIGAR CASES,
            HUMIDORS AND RELATED SMOKER'S ARTICLES
          SERIES CODE : 73  SERIAL NO. : 729557
          FILED : May 20, 1988
          ORIGINAL OWNER : EMPRESA CUBANA DEL TABACO (CUBA CORPORATION)
            D.B.A.TA CUBATABACO; VEDADO, HAVANA CITY,CUBA
          NON-U.S. APP. : 370/87  DATE : December 24, 1987
          COUNTRY OF APP. : CUBA

 1/19/2
MONTECRISTO
          US CLASS    : 002 (Receptacles)
                        004 (Abrasives and Polishing Materials)
                        005 (Adhesives)
                        006 (Chemicals and Chemical Compositions)
                        011 (Inks and Inking Materials)
                        022 (Games, Toys, and Sporting Goods)
                        023 (Cutlery, Machinery, Tools, and Parts Thereof)
                        029 (Brooms, Brushes, and Dusters)
```

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037 (Paper and Stationery)
038 (Prints and Publications)
042 (Knitted, Netted, and Textile Fabrics and Substitutes Therefor)
050 (Merchandise Not Otherwise Classified)
051 (Cosmetics and Toilet Preparations)
052 (Detergents and Soaps)
INTL CLASS : 003 (Cosmetics and Cleaning Preparations)
016 (Paper Goods and Printed Matter)
024 (Fabrics)
STATUS : Published for opposition
PUBLISHED : February 23, 1988
GOODS/SERVICES : (INT. CL. 3) AFTER SHAVE LOTION, ANTIPERSPIRANT, LAUNDRY BLEACH, HAIR BLEACHING PREPARATIONS, ALL PURPOSE CLEANING PREPARATIONS, COLD CREAM, COLOGNE, EYE CREAM, DENTURE CLEANING PREPARATIONS AND POLISH, PERSONAL DEODORANT, DEPILATORIES, LAUNDRY DETERGENTS, DRAIN OPENERS, EYE MAKE-UP REMOVER AND SHADOW, EYEBROW PENCILS, BATH GEL, HAIR CARE PREPARATIONS (NON-MEDICATED), LIP GLOSS, LIPSTICK, EYE MAKE-UP, MOUTHWASH, NAIL CARE PREPARATIONS, PAINT AND VARNISH STRIPPING OR REMOVING PREPARATIONS, PERFUMES, POLISHES FOR NAILS, FURNITURE AND FLOORS, RUST REMOVING PREPARATIONS, SHAVING CREAM, SHOE POLISH, SKIN CLEANSING CREAM, SKIN SOAP, SPOT REMOVERS, SUNTAN LOTIONS, TALCUM POWDER, TOOTHPASTE, AND AUTOMOBILE AND FLOOR WAX (INT. CL. 16) ADDRESS AND ACCOUNT BOOKS, ADDRESSING MACHINES, ADHESIVES FOR STATIONERY AND HOUSEHOLD PURPOSES, PHOTOGRAPH ALBUMS, AQUARIUMS, PAPER BAGS, PAPER BANNERS, PAPER BATHMATS, BATHROOM TISSUE, BIBLES, PAPER BLOTTERS, ADDRESS AND APPOINTMENT BOOKS, BOOK COVERS, BOOKEEPING BOOKS AND FORMS, CARDBOARD AND PAPER BOXES, ARTISTS BRUSHES, BUSINESS CARDS, PAPER CAKE DECORATIONS, DESK AND WALL CALENDARS, INDEX CARDS, CHALK, CHRISTMAS CARDS, COIN ALBUMS, COLORING BOOKS, COMPUTER PROGRAM MANUALS, COMPUTER RIBBONS, PAPER CONTAINERS, BOOK COVERS, CRAYONS, DESK SETS, PAPER DIAPERS, DISPENSERS FOR OFFICE USE, EASELS, NON-ELECTRIC ERASERS, FACIAL TISSUE, PAPER FLAGS, PRINTED BUSINESS FORMS, PAPER IDENTIFICATION TAGS, DUPLICATING INK, ADDRESS LABELS, LEAD PENCILS, LETTER OPENERS, MAPS, PAPER NAPKINS, NOTEBOOKS, DESK PADS, PAINTBRUSHES AND APPLICATOR ROLLERS, BOND PAPER, GIFT WRAPPING PAPER, NEWSPRINT PAPER, TYPEWRITER PAPER, BALL-POINT PENS, PENCILS, PAPER PLACEMATS, PLAYING CARDS, COMPUTER RIBBONS, SEALING WAX, SHEET MUSIC, RUBBER STAMPS, STANDS FOR PENCILS AND PENS, TABLE LINENS OF PAPER, TYPEWRITERS, AND WRAPPING PAPER (INT. CL. 24) BEDSPREADS, PILLOW CASES, DISHCLOTHS, COMFORTERS, CURTAINS, UPHOLSTERY FABRICS, CLOTH FLAGS, HANDKERCHIEFS, BATH LINENS, MATTRESS COVERS, TEXTILE NAPKINS, NYLON FABRICS, PILLOW CASES AND SHAMS, NON-PAPER PLACEMATS, BED SHEETS, TABLECLOTHS, TAPESTRIES OF TEXTILE, KITCHEN TOWELS AND WASHCLOTHS
SERIES CODE : 73 SERIAL NO. : 651673
FILED : March 27, 1987
ORIGINAL OWNER : EMPRESA CUBANA DEL TABACO (CUBA CORPORATION) D.B.A.TA CUBATABACO; HAVANA CITY,CUBA
NON-U.S. REG. : 116072 DATE : March 24, 1986
COUNTRY OF REG. : CUBA
NON-U.S. REG. : 116168 DATE : March 24, 1986

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 41

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JOHN D. MORGAN
1893-1939
HOBART N. DURHAM
1930-1969

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EUGENE C. RZUCIDLO*+
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* NOT ADMITTED IN NEW YORK
+ ADMITTED IN WASHINGTON, D.C.

December 5, 1991

Ronald S. Milstein, Esq.
Vice President/Assistant General Counsel
Culbro Corporation
387 Park Avenue South
New York, NY 10016-8899

Re: U.S. Registration of Trademarks: COHIBA and Indian Head Logo
Our Ref.: 246-TM-130 and 246-Gen. (Indian Head)

Dear Ron:

This is to summarize our recent conversations regarding the U.S. registration status of the COHIBA trademark and Indian Head design mark, in connection with cigars.

I. COHIBA

The COHIBA trademark is registered in the United States by General Cigar Co., Inc. A copy of the registration, Reg. No. 1,147,309, is enclosed. This registration is incontestable and will be due for renewal on February 17, 2001.

II. Indian Head Logo

Cubatabaco owns a U.S. registration, Reg. No. 1,441,404, for a mark consisting of the word BEHIQUE together with the Indian Head logo. A copy of the registration abstract is enclosed. This registration has been the subject of previous discussion (see attached copy of my letter to you of July 6, 1989.)

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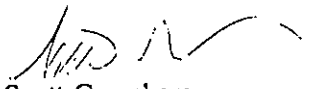
As noted in my July 6, 1989 letter, pursuant to the Paris Convention to which both the United States and Cuba belong, Cubatabaco obtained this U.S. registration based on its corresponding home registrations. It would appear that the United States is obligated to permit Cuban parties to register their marks in the U.S. based on corresponding Cuban registrations pursuant to our treaty obligations under the Convention, despite the continuing trade embargo against Cuban goods.

Cubatabaco's U.S. registration will come due for an affidavit either of use or excusable non-use between June 2, 1992 and June 2, 1993. There is a good chance, however, that the U.S. Patent and Trademark Office would accept the trade embargo as a valid excuse for non-use and thus allow this registration to remain in good standing.

We believe that the existence of this registration would bar registration in the U.S. by any other party of a mark consisting of the Indian Head design by itself in connection with tobacco products.

Please call me if you have any other questions or concerns regarding this matter.

Very truly yours,



Scott Greenberg

SG:cm
Encl.
cc: Harry C. Marcus, Esq.

Confidential:
Under Protective Order

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

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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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 42
PX 360
GCP 0069-89

Px 360

Culbro Corporation

Culbro

Memorandum

To Edgar M. Cullman, Jr.
David Burgh
John Rano

From Ron Milstein

Date 12/4/92

CONFIDENTIAL
ATTORNEY-CLIENT PRIVILEGED

Enclosed is a draft opinion from Harry Marcus of Morgan & Finnegan on the Cohiba trademark. It is only a draft and it will stay that way until we discuss it and decide on our course of action. I have not copied the exhibits since they are voluminous and at this point not that important to our initial strategy. However, they are available should you want to see any particular one.

The point of Harry's opinion is that we may have some problem with the existing registration for Cohiba because of our non-use over the years. He is suggesting that we register the mark for the name as it will appear on our packaging, that is in a certain style or design (bold letters, stylized letters, script, etc). We should then start selling the brand with that name and establish it in the marketplace without the use of Cubatabaco's tradedress. After the product is established we can then introduce elements of the tradedress. The establishment of the product will give us certain proprietary rights which will help us defend against an attack by Cubatabaco at a later date when we begin to use the tradedress.

I know that from a marketing standpoint the Recommended Plan of Action on page 19 of the opinion is far from ideal. However, I would caution very strongly against the introduction of the brand with the Cubatabco tradedress. As I have told you, the Cubatabaco attorney I spoke with in Havana took exception to the proposal, even when it was presented as hypothetical. In addition, I would think that we would not want to anger Cuba at this time in anticipation of a change in policy.

I have asked Elliot Abrams to determine (on an anonymous basis) whether it would be deemed a violation of the embargo to negotiate a settlement of the tradedress issue with Cubatabaco. I would advocate doing so if we can.

Please call me to arrange a meeting on this subject.

I caution you to treat the document with the utmost confidentiality since it is a draft (which we may not want to issue in final form). It is protected by the Attorney-Client Privilege from disclosure to others so long as you do not disclose it to anyone outside of those to whom it is directed.

/RSM220/

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Under Protective Order

DRAFT

(212) 415-8543

December __, 1992

VIA MESSENGER

PRIVILEGED AND CONFIDENTIAL

Ronald S. Milstein, Esq.
Vice President/Assistant General Counsel
Culbro Corporation
387 Park Avenue South
New York, NY 10016-8899

Re: U.S. Rights to COHIBA Trademark
Our Ref.: 246-4090

Dear Ron:

The following is our opinion regarding the probable respective rights and liabilities of General Cigar Co., Inc. and Cubatabaco with regard to the COHIBA trademark and related trade dress in the United States.

I. Summary of Conclusions and Opinion

The fact that Cubatabaco has been unable to lawfully bring COHIBA product into the United States does not preclude it from establishing prior rights to the mark in the United States. These prior rights could be established by proving that a segment of the cigar purchasing public in the United States is aware of and recognizes the Cuban COHIBA cigar brand through (a) mention in advertising and news media entering the U.S.; and (b) travel abroad where the brand is widely distributed.

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General Cigar's existing incontestable registration for the COHIBA word mark is not conclusive of its rights in the U.S. because it might be established that there has not been use of the mark in the ordinary course of trade, as required to sustain or validate a registration.

For Cubatabaco to prevail in a lawsuit it would have to prove that (a) a segment of the U.S. public associates the COHIBA mark with Cubatabaco, or even an anonymous source of Cuban cigars; and (b) this brand recognition antedates General Cigar's use of the mark in the ordinary course of trade.

Cubatabaco has indicated that it does not dispute General Cigar's right to use and register the COHIBA word mark in the United States. In our judgment, it would be difficult, although not impossible, for Cubatabaco to prove a case of trademark infringement or unfair competition based upon use of the word mark COHIBA alone, particularly in view of General Cigar's long standing registration of that mark. We believe it unlikely that Cubatabaco could prove sufficient exposure of the COHIBA brand to cigar smokers in the U.S. to establish the requisite secondary meaning or likelihood of confusion necessary for Cubatabaco to prevail.

However, the risk is much greater if General Cigar were to adopt the trade dress which Cubatabaco employs for its COHIBA brand and has indicated it might seek to protect. We would have difficulty explaining the use of the COHIBA name together with the trade dress as being due to a good faith innocent mistake. The trier of fact would be likely to conclude that there was deliberate copying to take advantage of the goodwill associated with the Cuban product. In some U.S. jurisdictions, deliberate copying creates a presumption of both secondary meaning and likelihood of confusion and in itself is sufficient to support a count of unfair competition.

The potential liability to General Cigar, should Cubatabaco succeed in proving deliberate copying, could be great. Section 43(a) of the Lanham Act provides that in an appropriate case of false designation of origin the plaintiff is entitled to the profits of the

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infringer, as well as a potential trebling of those profits and attorney's fees. Therefore, a highly successful product launch by General Cigar under both the COHIBA mark and the trade dress used by Cubatabaco could result in a substantial compensatory award to Cubatabaco.

Should General Cigar decide to go forward with a COHIBA product launch in the U.S., we strongly recommend that it file for a second registration directed to the COHIBA word mark. Further, if it is important that the trade dress be included in the package, General Cigar should make every effort to strike some deal with Cubatabaco which would eliminate the potential controversy.

II. Facts

The following facts have been compiled from a review of existing Culbro files, relevant legal research, as well as factual research in various periodicals and periodical databases. Copies of the cited case decisions (Exhibit 1) and cited articles and other materials (Exhibits 2-20) are attached.

A. Background On Cuban Cigar Trademarks

After Fidel Castro took power in Cuba in 1959 and imposed a communist regime, his government appropriated privately owned property and businesses including the various Cuban cigar companies. Menendez v. Faber, Coe & Gregg, Inc., 345 F.Supp. 527, 532 (S.D.N.Y. 1972), affirmed, 485 F.2d 1355 (2d Cir. 1973), cert. denied, 425 U.S. 991 (1976). Representatives of Castro's government known as Interventors were established as the head of each cigar company. Id. Eventually, Castro and his Minister of Industry, Che Guevara, established Empresa Cubano del Tabaco, d/b/a Cubatabaco, as the national government agency in charge of the production and marketing of Cuban tobacco products including cigars. International Herald Tribune, October 2, 1992 (Ex. 2).

In the meantime, the former owners of the Cuban cigar companies fled Cuba and reestablished their businesses in other countries. Menendez, 345 F.Supp. at 552; Cuban

Cigar Brands N.V. v. Upmann Intern., Inc., 457 F.Supp. 1090, 1093 (S.D.N.Y. 1978), affirmed, 607 F.2d 995 (2d Cir.); Financial Times, November 11, 1992 (Ex. 3). Many began developing tobacco crops, with which to continue production of their products, in other countries such as the Dominican Republic and Jamaica. Menendez, 345 F.Supp. at 552; Cuban Cigar Brands, 457 F.Supp. at 1093. Using such non-Cuban tobacco ingredients, they eventually continued to sell their cigar products under the same trademarks which they used while they were based in Cuba, e.g. PARTAGAS, CIFUENTES, RAMONE ALLONES, UPMANN, MONTE CRISTO, etc. Several of these companies assigned their rights to other cigar companies, including General Cigar.

Although the Castro regime apparently gave early consideration to the development of a new brand name for their cigar products (Financial Times, February 17, 1989 (Ex. 4)) they decided to instead continue sales of Cuban cigars under the pre-existing trademarks mentioned above. Menendez, 345 F.Supp. at 532; Financial Times, February 17, 1989 (Ex. 4).

Soon after the Castro regime commenced sales under the appropriated companies' established marks, the United States declared a trade embargo, forbidding the importation or sale within the U.S. of Cuban-origin goods. Hence, the refugee Cuban cigar families and their aforementioned assignees have since enjoyed exclusive rights in and sales under the subject marks in the United States in connection with non-Cuban origin goods, and, to the extent that the issue has been raised in U.S. courts those rights have consistently been upheld. Menendez, 345 F.Supp. 556-7; Cuban Cigar Brands, 457 F.Supp. at 1101.

However, in other countries, especially in Europe, duplicative trademark registrations have issued to both Cubatabaco and the ousted Cuban cigar families and/or their assignees. (See Revised Tables I and III originally enclosed with my letter of February 7, 1992 (Ex. 4A)). Both Cuban and non-Cuban versions of these products are sold in such countries. Financial Times, November 11, 1992 (Ex. 3).

In addition, until recently, another notable Cuban-origin cigar sold outside of

the U.S. was the DAVIDOFF brand, owned by the Swiss-based company run by Zino Davidoff. Reuters, March 15, 1990 (Ex. 5); October 13, 1989 (Ex. 6). Until 1989 (see discussion below) the Davidoff company imported Cuban cigars and sold them in various countries under the DAVIDOFF mark.

B. Cubatabaco's Use of COHIBA

In or around 1968, Che Guevara and Cubatabaco developed a cigar for Fidel Castro to use for his personal consumption and to give as gifts to visiting foreign dignitaries. International Herald Tribune, October 2, 1992 (Ex. 7); UPS, October 10, 1989 (Ex. 8). The trademark chosen for this cigar product was COHIBA, which is reportedly the word from an "ancient" local Cuban Indian (Taino) dialect for either "cigar" (Reuters, November 5, 1992 (Ex. 9)) or "tobacco" (Origin Universal News Service, January 24, 1989 (Ex. 9A). COHIBA cigars were packaged in a trade dress which included a design encompassing an Indian head, tobacco leaf, and a brown and yellow polka-dot motif.

Due to the aforementioned limited purpose for the COHIBA cigar product, it was initially produced in very small quantities. UPS, October 10, 1989 (Ex. 8). However, in or around 1982, Cuba decided to produce COHIBA cigars for general sale in some markets. Apparently, the first exposure of the publically sold COHIBA product was made to coincide with the 1982 World Cup soccer tournament in Spain. The Economist, August 20, 1983 (Ex. 10). Around this time Cubatabaco modified the trade dress for its COHIBA product, retaining the Indian head design and the yellow and brown polka-dot background but deleting the tobacco leaf. However, from this commencement of public sales of COHIBA product in 1982 until at least the late 1980's, supplies of COHIBA cigars were very limited, possibly because Castro still preferred to hold the bulk of production for use as official gifts. Financial Times, November 26, 1988 (Ex. 11).

However, in or around 1989, the production and supply of COHIBA cigars to several European markets apparently increased significantly. UPS, October 10, 1989 (Ex. 8); San Francisco Chronicle, November 16, 1989 (Ex. 12). This may be due to a French

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court decision which issued in 1989 determining that the Spanish tabacco cartel Tabacalera, as the ultimate assignee of the relevant ousted Cuban cigar families (by way of assignment from the intermediate owner Cuban Cigar Brands, N.V.), was the rightful owner in France of the trademarks UPMANN and MONTE CRISTO and that Cubatabaco's French registrations therefor were invalid. Financial Times, November 11, 1992 (Ex. 3). This decision was recently upheld by a French appeals court. Financial Post, November 12, 1992 (Ex. 13). Possibly, Cubatabaco's realization that it might not be able to continue using the pre-existing Cuban cigar trademarks in various markets led to its decision to begin emphasizing COHIBA as its premium export product.

Also in 1989, around the time of this increased production and supply of COHIBA cigars in the European market, Davidoff terminated its supply arrangement with Cubatabaco, claiming that the quality of tobacco supplied to it by Cubatabaco had dropped off, and accusing Cubatabaco of diverting its best tobacco, formerly used for DAVIDOFF cigars, to the production of COHIBA cigars. Reuters, March 15, 1990 (Ex. 5); October 13, 1989 (Ex. 6). A British arbitration case ensued, which was settled in 1991. As a result of the settlement, Davidoff and Cubatabaco parted ways, and Cubatabaco agreed not to make any further use of the DAVIDOFF trademark. Reuters, December 18, 1991 (Ex. 14). DAVIDOFF cigars are now generally comprised of tobacco from the Dominican Republic and are available in the United States as well as elsewhere around the world. Los Angeles Times, May 6, 1990 (Ex. 15).

Cubatabaco has stated that it intends to fill the gap in the international market for Cuban cigars left by the departure of Davidoff with increased production, supply and promotion of COHIBA cigars. Financial Times, November 11, 1992 (Ex. 3). At the same time, Cubatabaco has begun to get more directly involved in the distribution of Cuban cigar products abroad. For example, it has acquired at least a minority ownership interest in various European cigar importers, including the U.K. companies Hunters and Frankau (Financial Times, November 11, 1992 (Ex. 3)) and Knight Brothers (The Economist, March 31, 1990 (Ex. 16)). Moreover, retail outlets for Cuban cigars known as Havana Houses

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have been established in various cities around the world, apparently with the participation of Cubatabaco. Financial Times, November 11, 1992 (Ex. 3).

Cubatabaco has also apparently been involved to some extent in the establishment of a new cigar shop and smoking parlor in Hong Kong known as the Cohiba Cigar Divan, which was reportedly established by a local Hong Kong resident with the assistance of a representative of Cubatabaco. International Herald Tribune, October 2, 1992 (Ex. 7).

C. Exposure of Cubatabaco's COHIBA Mark In The United States

1. Advertising and Publicity

A review of several newspaper/magazine databases indicates that various types of general and specialized newspapers and magazines circulated in the U.S. have referred to the COHIBA brand of Cuban cigars through the years, including the various articles cited herein. Several of these reflect familiarity on the part of U.S. cigar smokers with the Cuban COHIBA product.

Perhaps the most pointed publicity the Cuban COHIBA cigar has yet to receive in the United States is found in the new English-language magazine Cigar Aficionado, which is distributed in the United States and elsewhere. The premier issue, dated "Autumn 1992," includes, among other things, an in-depth article on the production of Cuba's COHIBA cigar product; the results of a blind tasting of robusto-sized cigars from around the world, in which the Cuban COHIBA received the highest score; and numerous cigar advertisements. In addition to a General Cigar ad for MACANUDO and PARTAGAS cigars, appearing as a pullout on pages 19-26, there is an ad for Cuban COHIBA cigars, featuring the Indian head design and designation "Habanos" (page 38), as well as an advertisement for the aforementioned Cohiba Cigar Divan in Hong Kong (page 32). You have informed us that the aforementioned COHIBA Cuban cigar ad was placed in the magazine by Hunters and Frankau, the aforementioned British importer which is partly owned by Cubatabaco and which also is a distributor of General Cigar products in Europe.

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As can be seen from the aforementioned Cigar Aficianado article on the production of Cubatabaco's COHIBA cigars, it is clear that it is produced and marketed as a premium, extremely high-end cigar product, which sells in a price range of $12-$25 per cigar. It is safe to say that any brand recognition which may exist for it in the U.S. is limited to the highest echelon of the cigar smoking public in terms of amount spent per-cigar.

2. Unlawful U.S. Importation

No Cuban cigars, including Cubatabaco's COHIBA product, may be lawfully sold or imported into the U.S. due to the aforementioned trade embargo, which has been endorsed by every President who has taken office since its inception. However, COHIBA cigars, as well as other Cuban brands, are sold in duty-free shops in airports throughout the world. Chicago Tribune, October 23, 1992 (Ex. 17). It would appear that several of these duty-free shops make Cuban cigars available to U.S. travelers in unmarked packages, enabling the U.S. purchasers to bring them back to the United States under the pretense that they are not Cuban-origin goods Financial Times, February 17, 1989 (Ex. 4).

In addition to the foregoing, a recent Cuban defector to the United States, Carlos Lugo, who was involved in Cubatabaco's management, has stated that Cubatabaco had Cuban cigar products shipped from a Havana House outlet in Canada to over 700 purchasers in the United States under false Philippine markings, intentionally violating the trade embargo. Miami Herald, September 18, 1990 (Ex. 18). We understand that you are presently in the process of obtaining more information from your own sources regarding Mr. Lugo's claims.

D. General Cigar's Use And Registration Of COHIBA In The United States

According to our records, Culbro commenced use and filed for registration of the COHIBA trademark in the United States in connection with cigars in 1978, a period in time when the Cuban COHIBA product was still reserved for use as Fidel Castro's cigar for personal consumption and gifts, but was not available anywhere for general sale. Culbro

applied to register COHIBA as a trademark for cigars with the U.S. Patent and Trademark Office on March 13, 1978. Registration for COHIBA issued on February 17, 1981. An Affidavit of Use and Incontestability was filed for this registration in June, 1986 and accepted by the Patent and Trademark Office. The registration is now therefore incontestable. It was assigned to General Cigar in 1987.

According to information which you have supplied to us, it would appear that Culbro/General Cigar has only made token shipments of cigars under the COHIBA trademark in the United States throughout the years. The most recent invoice reflecting shipment of COHIBA cigars is from 1989. To date, all Culbro/General Cigar shipments of the COHIBA trademark have featured labelling and packaging which does not bear any resemblance to trade dress used by Cubatabaco for its COHIBA product and which clearly indicates origin in the Dominican Republic.

E. Cubatabaco's Relevant U.S. Registrations

Although Cubatabaco does not have a U.S. registration for COHIBA, it does own two relevant U.S. registrations. First, it owns a registration for BEHIQUE and Design (Reg. No. 1,441,404) for tobacco products other than cigars, which features a design element similar to the original trade dress used by Cubatabaco for its COHIBA product, including the Indian Head and leaf background and the polka-dot motif. This registration was obtained under Section 44 of the Trademark Act and the Paris Convention, based on a corresponding Cuban registration for the same mark. Cubatabaco also owns a Section 44/"Paris Convention" U.S. trademark registration for the mark BEHIKE and Design, for cigars and other tobacco products, (Reg. No. 1,557,163). The design element of this mark corresponds to the updated trade dress used for Cubatabaco's COHIBA product which features the Indian Head and the polka-dot motif but not the tobacco leaf. This second registration also expressly claims the "yellow and golden" color scheme. It further indicates that the term BEHIKE translates into English as "Indo-Cuban Witch Doctor."

F. General Cigar's Present Plans Involving The COHIBA Mark

General Cigar is currently considering a new sales compaign for its COHIBA product in the United States. It is presently planned that the product format for this campaign will prominently feature the COHIBA mark, and possibly other aspects of the trade dress employed by Cubatabaco for its COHIBA product. We note that during your recent meetings in Havana, you informed a representative of Cubatabaco of these tentative plans. In response, he indicated that Cubatabaco was aware that General Cigar owned the COHIBA mark in the U.S., but that they would object to your use of the trade dress.

He also pointed out that Cubatabaco has been active and successful in unfair competition litigation in other countries, including actions to prevent the sale of cigars under false designations of Cuban origin. This would appear to be true. Financial Times, February 17, 1989 (Ex. 4).

III. Discussion

A. The Present State of General Cigar's U.S. Right To COHIBA

When Culbro/General Cigar adopted and commenced use of the COHIBA mark in the United States in 1978, it is doubtful that Cubatabaco's COHIBA product was known to any significant number of purchasers, especially not in the United States, and there was no reason to suspect that Cubatabaco would commence sales anytime soon, least of all in the U.S. where the trade embargo was in place. Therefore, it would appear that Culbro/General Cigar created a valid trademark right as to the United States at that time. See my letter of April 20, 1989 and cases cited therein (Ex. 19).

Accordingly, the U.S. registration based on the aforementioned U.S. right was also valid, at least at the time of issuance, under the law which was then in effect.

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However, even under the former law which permitted filings based on token use*, it was necessary to commence use in the ordinary course of trade within a reasonable time in order to perfect the acquisition of the trademark right and the validity of the registration based thereon. La Societe Anon. des Parfums LeGalion v. Jean Patou, Inc., 405 F.2d 1265 (2d Cir. 1974). In LaGalion, the court held that 89 sales of the subject perfume product in 20 years did not constitute bona fide use in the ordinary course of trade. 405 F.2d at 1272. The court observed that "Patou has never put its product on the market in any meaningful way; indeed, it has given no indication that it has any current plans to do so." 495 F.2d at 1272-3 (usage which is obviously contrived solely for trademark maintenance purposes held insufficient to secure a trademark right). Accordingly, there is a possibility here that a court would conclude that Culbro/General Cigar did not commence sufficient use in the ordinary course of trade within a reasonable time.

Moreover, under both current and former law, if there has been any period since registration of two or more years of non-use, and there is no evidence available showing an intent within that period to resume or commence use (e.g. marketing plans, interoffice memoranda, etc.), then any acquired trademark right would probably be deemed abandoned. See Cerveceria Centroamericana v. Cerveceria India, 892 F.2d 1021 (Fed. Cir. 1989); Imperial Tobacco v. Philip Morris, Inc., 899 F.2d 1575 (Fed. Cir. 1990). See also, my letter of May 29, 1991 regarding maintenance of U.S. trademark registrations (Ex. 20).

In Cerveceria, the court concluded that the registration in question, issued in 1973, should be cancelled because (a) there was a period of non-use of the mark from 1977 to 1984; and (b) registrant only proved that it began taking steps to resume use in 1984 and actually resumed such use by 1986. 892 F.2d at 1022 and 1027. The court agreed with the

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* Under the revised law effective as of November 16, 1989, federal trademark applications filed based on use, as well as the required proof of use for an application initially filed based on intent-to-use, must be supported by use in the ordinary course of trade. Token use no longer has any efficacy in U.S. trademark law.

determination of the Trademark Trial and Appeal Board below that the registrant's efforts beginning in 1984 "represent a new and separate use" and were not probative of an intent to resume use during the earlier period. 892 F.2d at 1027.

In Imperial Tobacco, the registrant's first use of the mark JPS for cigarettes, after registration in 1981, was just before the filing its Section 8 affidavit of use in 1987. 899 F.2d at 1577-8. In upholding the determination of abandonment, the court concluded that the period of non-use from 1981-1987 was due to various business reasons which did not make such non-use excusable. Id. The court rejected as insufficient the registrant's allegation that it was engaged in the development of a "marketing strategy" from 1981-1987:

> [W]hen Imperial finally made sales of JPS cigarettes in 1987, there was no implementation of a complex marketing strategy to introduce them. As the board pointed out, Imperial simply began selling cigarettes in 1987, as it could have all along. 899 F.2d at 1582.

It appears possible that there may have been several such periods of abandonment since Culbro/General Cigar filed the application for the COHIBA mark in 1978 and/or since the registration issued in 1981. Moreover, if General Cigar's COHIBA mark has not been used for over two years up until the present, it may be deemed to be abandoned as of now.

If any of the foregoing theories of abandonment or ineffective acquisition of trademark rights were to be successfully asserted against General Cigar, it would eradicate any prior right which existed at an earlier time and support a claim for cancellation of the existing U.S. registration, even if use were to now be resumed. Cerveceria, supra; Imperial, supra.

B. Possibility of Cubatabaco Possessing A Present Actionable Right To COHIBA In The U.S. As Against General Cigar

1. Potential Claim Of Liability

If a court were to determine that Culbro/General Cigar did not originally

acquire, or abandoned, its COHIBA mark, it would decide the question of who possesses the present right to the COHIBA mark in the U.S. by determining which party was the first to establish a U.S. trademark right which has continued up until the present. See Conwood Corp. v. Loew's Theatres, Inc., 173 U.S.P.Q. 829, 830 (TTAB 1972):

> On the facts presented in this case, and notwithstanding the testimony of respondent's witnesses that neither respondent nor its predecessors had any intention of abandoning the mark "STAG", we are clearly of the opinion that the non-use thereof for cigarette tobacco for a period of fifteen years involved an abandonment of whatever rights it once may have had therein, that respondent's resumption of use of the mark for cigarettes and cigars was a new use, and hence that petitioner, on the basis of its prior use, possesses superior rights in the mark as against respondent.

Accordingly, if Cubatabaco can establish abandonment or inadequate trademark acquisition on General Cigar's part, as well as its own intervening, legally cognizable claim to the COHIBA mark in the U.S. continuing up until the present, it would possess an actionable* right to prevent General Cigar's resumption of use of said mark (as well as standing to cancel our existing registration).

It is possible that Cubatabaco could establish such a priority right as to the U.S., at least for the purposes of obtaining an injunction against General Cigar, even if it cannot show use of its mark or registration in the U.S. Specifically, Cubatabaco could attempt to establish such a right by showing that its COHIBA mark enjoys a continuous,

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* As the Cuban Assets Control Regulations have been interpreted by the courts, it would appear that Cubatabaco would be free, without special permission from the Treasury Department, to initiate an action against General Cigar in the U.S. courts based on, e.g., unfair competition and, within such an action, seek injunctive relief, cancellation, and even a judgment for monetary damages but only up to the point of entry of judgment. See Dean Witter Reynolds, Inc. v. Fernandez, 741 F.2d 355, 361-2 (11th Cir. 1984). On the other hand, under those regulations, Cubatabaco would require a special license from the Treasury Department in order to enforce any money judgment or to transfer any resulting funds out of the country. Id.

existing reputation among U.S. purchasers, dating back to a time prior to any newly resumed use by General Cigar, by virtue of: (a) the various aforementioned means of exposure of the mark to U.S. purchasers, including publicity and promotional material circulated in the United States for their COHIBA cigars; and (b) direct evidence of familiarity on the part of U.S. purchasers, including travelers who have purchased Cuban COHIBA cigars abroad. See Fund of Funds, Ltd. v. First American Fund of Funds, 274 F.Supp. 517, 156 U.S.P.Q. 545 (S.D.N.Y. 1967); Davidoff Extension S.A. v. Davidoff International, Inc., 221 U.S.P.Q. 465 (S.D. Fla. 1983).

In Fund of Funds, the Swiss-based plaintiff rendered mutual fund investment services in other countries to non-U.S. customers. 156 U.S.P.Q. at 546-7. Although plaintiff included shares of several underlying U.S. mutual funds in its investment portfolio, as part of a settlement agreement with the S.E.C. it was bound not to sell in the U.S. or even to U.S. nationals overseas. Id. However, plaintiff engaged in international advertising and received significant publicity within U.S. publications. 156 U.S.P.Q. at 547-8. As a result, the plaintiffs' mark was held to enjoy secondary meaning in the U.S., at least within the investment industry. 156 U.S.P.Q. at 550. Consequently, defendant was enjoined from using a confusingly similar mark despite the defendant's assertion that "plaintiffs will be selling only to foreign nationals abroad and, therefore, will not be in direct competition with defendant who will be selling in this country." 156 U.S.P.Q. at 552. The court found it likely that the American public would believe defendant was "somehow connected" with plaintiffs. Id.

One possibly distinguishing factor in our case is the fact that our cigars would clearly indicate their non-Cuban origin on their packaging. We could argue that U.S. purchasers of premium cigars would be aware of the non-Cuban origin of our product and, being also aware of Cubatabaco's insistence upon the superiority of Cuban cigars, would never think that, e.g., Cubatabaco licensed a non-Cuban product under the COHIBA mark in order to gain access to the American market during the embargo. However, it is very hard to predict whether this argument would be found persuasive by a court.

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In Davidoff, the aforementioned Swiss-based Davidoff company successfully enjoined an American cigar company from using the DAVIDOFF name and mark in the U.S. 221 U.S.P.Q. at 468-9. Although the court determined that defendant's claim that plaintiff did not sell under its mark in the U.S. was controverted by the facts, 221 U.S.P.Q. at 467, * it also held that such an argument was inconsequential since the Paris Convention affords nationals of member-nations protection against unfair competition in other member-nations, and, confusion in the U.S. would "necessarily" result if defendant was not enjoined. 221 U.S.P.Q. at 468. The key evidence relied on by the Court in concluding that confusion was likely in the U.S. was a letter to plaintiff from the President of General Cigar warning plaintiff of defendant's activities. Id.

Here, it would be possible for Cubatabaco to establish a likelihood of confusion based on the aforementioned types of proof of a prior existing reputation for the Cuban COHIBA mark, at least among the high end of U.S. cigar purchasers. Under current legal trends, a court considering the issue might conclude that there is a likelihood of confusion among such a segment of cigar purchasers despite the sophistication of those purchasers. See Coach Leatherware Co. Inc. v. AnnTaylor Inc., 933 F.2d 162, 18 U.S.P.Q.2d 1907, 1914 (2d. Cir. 1991) (enjoinable likelihood of confusion between similarly shaped hang tags, bearing different marks, as used on designer handbags). However, it is our judgment based on experience that Cubatabaco would have great difficulty obtaining the evidence to prove the elements of its course of action. A scientifically conducted survey would probably be required, and we doubt that Cubatabaco is in a position to obtain such a survey. It it did, the survey results would probably be inconclusive.

On the other hand. utilization of Cubatabaco's COHIBA trade dress could present General Cigar with a much more difficult situation. The potential for confusion

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* Although at the time of this case, Davidoff was still selling Cuban cigars, the decision does not discuss this potential issue. Perhaps the U.S. sales referred to by the court were for some additional Davidoff products which, even at that time, were of non-Cuban origin.

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among sophisticated purchasers would be increased, since they are considered to be the purchasers "who pay the most attention to" such relatively subtle source indicators as trade dress." Id. Moreover, under the law of several states, notably New York, the copying of trade dress can be actionable without any separate proof of secondary meaning or likelihood of confusion. See Morex S.P.A. v. Design Institute America, Inc., 779 F.2d 799, 801-2 (2d Cir. 1985) (under New York unfair competition law, proof of deliberate copying of plaintiff's trade dress for its shelf units would support claim for relief since, in such a case, secondary meaning not required and the copying is itself adequate proof of likelihood of confusion); Perfect Fit Industries, Inc. v. Acme Quilting Co., 618 F.2d 950, 950-4 (2d Cir. 1980) (same re: plaintiff's mattress cover trade dress).

Finally, it is doubtful that a U.S. court would decline U.S. trademark protection to Cubatabaco solely because it is an instrumentality of a government which is officially considered hostile to the U.S. See Carl Zeiss Stiftung, v. VEB Carl Zeiss Jena,

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On the other hand, use of the COHIBA trade dress would probably not support a separate claim of infringement of Cubatabaco's U.S. registered marks BEHIQUE and Design and BEHIKE and Design within a civil action, even if the parties' respective marks were considered confusingly similar due to their design elements. It would not appear that Cubatabaco could establish a protectable right for the BEHIQUE/BEHIKE mark in the U.S. based on familiararity among U.S. purchasers, as opposed to what may be the case for COHIBA. Accordingly, even if the U.S. registrations for these marks can be maintained through the filing of Section 8 affidavits for excusable non-use (relying on the trade embargo as an excuse for non-use in the U.S. which is beyond the registrant's control) the main value of these registrations would appear to be defensive (i.e. preventing the U.S. registration of confusingly similar marks). McCarthy, Trademarks and Unfair Competition §19:23 at 926 (1984).

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293 F.Supp. 892, 916 (S.D.N.Y. 1968), affirmed, 433 F.2d 686 (2d Cir. 1970):

> [T]he Court would not be barred by our government's non-recognition policy from awarding United States trademarks to citizens or residents of a non-recognized country [communist East Germany] found to be the owners of them ... .

2. Potential For Damages

Even though Cubatabaco does not and cannot make any sales in the U.S. which could provide the basis for a claim of lost sales, Cubatabaco could obtain money damages by proceeding under Section 43(a) of the Lanham Act (false designation of origin) and under the common law of unfair competition based on such theories as unjust enrichment. A likely basis for assessing such damages would be General Cigar's profits on sales under the subject mark. Section 35 of the Lanham Act. See also Maternally Yours v. Your Maternity Shop, 234 F.2d 538, 545 (2d Cir. 1956) (in an action for unfair competition under both the Lanham Act and New York law, because defendant adopted name with knowledge of plaintiff's mark, must account for profits even in areas of the country where it does not directly compete with plaintiff). However, in response to such a claim, General Cigar could maintain that it has at least a colorable right to use the COHIBA word mark in the United States and was therefore not acting in bad faith.

Obviously, the risk of monetary liability increases if General Cigar were to now utilize Cubatabaco's trade dress for its COHIBA product, since it would lend support to an argument that General Cigar was acting in bad faith, i.e. with an intention to mislead the public into confusing General Cigar's COHIBA product with Cubatabaco's. A finding of such bad faith could also lead to awards of enhanced damages (up to trebling) and attorney's fees within Lanham Act claims, including §43(a) claims, pursuant to §35 of the Act.

3. Potential Counterclaims And Defenses

If Cubatabaco were to proceed against General Cigar with regard to use of the COHIBA mark and/or trade dress, we could possibly assert several counterclaims and/or defenses. First, we could assert a counterclaim for infringement of your (at least putative)

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priority U.S. right in the COHIBA mark. Even if this priority right is deemed to have been abandoned as discussed above, we might still successfully assert a counterclaim of unfair competition/false designation of origin if it can be proven that Cubatabaco is involved in the unlawful shipping of Cuban cigars into the U.S. under false markings and in knowing violation of the trade embargo, as Carlos Lugo has alleged, for example.

Moreover, if Cubatabaco were involved in such unlawful shipments of goods to the U.S. under the COHIBA trademark and/or trade dress, it may give rise to the equitable defense of unclean hands, at least for the purposes of precluding Cubatabaco's claim for monetary damages Bambu Sales Inc. v. Testini, 12 U.S.P.Q. 2d 1479 (E.D.N.Y. 1988) (court refused to dismiss unclean hands defense to charge of infringement of plaintiff's mark BAMBU for cigarette paper with regard to issue of damages, where defense was based on allegation that some of plaintiff's sales under subject mark were knowingly made in support of illegal re-sale for the purposes of drug use). Preclusion of injunctive relief on the basis of such an unclean hands defense is also possible, but less likely. See Bambu, supra (aforementioned unclean hands defense would not bar injunctive relief).

It is also possible that statements made to you by representatives of Cubatabaco recognizing that General Cigar owns the U.S. rights to the COHIBA word mark may give rise to the defense of acquiescence in connection with your use of the word mark. The basis of this defense is that once a party has engaged in affirmative conduct reflecting an acquiescence in another party's use of a mark, it should be equitably estopped from asserting any claims against such use. See Carl Zeiss, 293 F.Supp. at 917 ("[A]n assurance to the defendant, express or implied, that the plaintiff would not assert his trademark rights against the defendant" constititues acquiesence, which "may bar relief even where the plaintiff acts diligently..."). On the other hand, an acquiescence defense may be difficult to prove based on oral remarks. If possible, you should obtain a similar written recognition by Cubatabaco of General Cigar's U.S. rights to the COHIBA word mark.

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C. Recommended Plan Of Action

Based on our foregoing analysis, we believe the most prudent plan of action likely to achieve General Cigar's market objectives is to launch the COHIBA product in two phases:

Phase I - After first obtaining written confirmation from Cubatabaco of General Cigar's exclusive right to use the COHIBA marks in the U.S., launch the product without the trade dress elements of Cubatabaco's product.

Thinking more of serious proof!

Phase II - Depending on the results of the actual product introduction, and Cubatabaco's reaction to it, modify the packaging to include one or more elements of the trade dress employed by Cubatabaco.

The risks associated with Phase I of the product launch would be minimal. General Cigar would obtain a foothold in the U.S. for the brand and establish a sound basis for securing a strong federal trademark registration. At a later date, the decision could be made as to whether there is any need to enter Phase II by adding trade dress features of the Cubatabaco product. If the decision is made to go forward, General Cigar would be in a much stronger position to defend its use of the trade dress against charges of likelihood of confusion and passing off because the COHIBA trademark, the primary source-identifying symbol on the package, will have been established as belonging to General Cigar.

We strongly recommend that you file a new U.S. trademark application, based either on use in commerce or intent-to-use, coinciding with the new launch of COHIBA product. If a new application for COHIBA depicts the mark in some stylized form, or even in block letters, it would not be deemed duplicative of the existing registration. The resulting new registration would not be vulnerable to any claims of earlier abandonment which may be asserted against the existing registration.

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Please call me if you have any questions or concerns about the foregoing.

Very truly yours,

HCM/SG:cm

Harry C. Marcus

Scott Greenberg

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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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 44

In The Matter Of:

GENERAL CIGAR CO., INC., v.
G.D.M. INC., et al.,

November 14, 1997

SOUTHERN DISTRICT REPORTERS, P.C.
Official Court Reporters
500 Pearl Street
Room 330
New York, NY 10007
(212) 805-0300

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Page 77

[1] THE COURT: Oh, yes, you do Let's see Parker
[2] is 27, that's admitted, and the other was Miller?
[3] MS. DORE Miller 33
[4] THE COURT: 33 They are admitted
[5] (Plaintiff's Exhibits 27 and 33 received in
[6] evidence)
[7] THE COURT: Are there any particular portions of
[8] those you want to call to my attention?
[9] MS. DORE: We would call your Honor's attention
[10] to the supplemental papers that we filed yesterday which is
[11] essentially a road map through those.
[12] THE COURT: Okay
[13] MR. KNULL: Your Honor, with regard to that road
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[16] THE COURT: Okay Are there any portions of them
[17] that you think -
[18] MR. KNULL: I would like you to read the entire
[19] portion within the actual transcripts
[20] THE COURT: Okay All right Next
[21] MS. DORE: Plaintiff would like to call Mr Mark
[22] Perez.
[23] MARC PEREZ,
[24] called as a witness by the plaintiff
[25] having been duly sworn, testified as follows

Page 78

[1] DIRECT EXAMINATION
[2] BY MS. DORE:
[3] Q: Mr Perez, for whom do you work?
[4] A. I work for Alfred Dunhill, North America Ltd
[5] Q: How long have you been with Alfred Dunhill?
[6] A: Slightly over eight years
[7] Q: What is your current position with Alfred
[8] Dunhill?
[9] A: I am the buyer for the smokers products division
[10] Q: How long have you had that position?
[11] A: Slightly over four years
[12] Q: And prior to that what position did you have with
[13] Alfred Dunhill?
[14] A I held sales and managerial positions in several
[15] of our stores
[16] Q: Would you describe for us the business of Alfred
[17] Dunhill North America?
[18] A: Alfred Dunhill is primarily a men's luxury goods
[19] specialty store Within each one of our retail outlets in
[20] the United States we have a full service walk-in humidor
[21] where we sell cigars and pipe tobacco
[22] THE COURT How many outlets do you have?
[23] THE WITNESS We currently have 11 and a catalog
[24] mail order operation as well
[25] THE COURT I just got it

Page 79

[1] Q: Are cigars sold through the catalog as well?
[2] A: Yes, they are
[3] Q: What are your duties at Alfred Dunhill?
[4] A: As the buyer for the smokers product division I
[5] am responsible for placing purchase orders on our vendors,
[6] following deliveries through to the stores, maintaining
[7] product levels in the stores and the visual esthetic
[8] appearance of the humidors
[9] Q: What category of cigars does Alfred Dunhill sell?
[10] A: Alfred Dunhill specializes only in premium
[11] handmade cigars We do not sell any kind of mass market
[12] domestically produced products
[13] Q: Do you also have contact with Alfred Dunhill's
[14] cigar customers?
[15] A: Yes, I do
[16] Q: Could you describe the nature of those contacts?
[17] A. The nature is limited but it does occur when
[18] there is a level of confusion, perhaps, on our sales
[19] associates or store managers We do need to make sure being
[20] one of the prestige retailers of cigars that the information
[21] we are providing our customers is accurate So if a store
[22] manager does not have the information he feels comfortable
[23] projecting to a consumer, that consumer question or request
[24] or complaint would be referred on to me
[25] Q. Would that include request or inquiries as to the

Page 80

[1] origin of a particular cigar?
[2] A: Yes, it would
[3] Q: In the course of your employment with Alfred
[4] Dunhill, have you come to gain a familiarity with the
[5] premium cigar market?
[6] A: Yes, very much so I have the good fortune to be
[7] able to relate with top executives and cigar makers from
[8] General Cigar and from Consolidated Cigar which are the
[9] biggest and best manufacturers on the planet
[10] Q: Are you also a cigar smoker?
[11] A: I am indeed
[12] Q Have you sampled the various cigars in Alfred
[13] Dunhill's humidor?
[14] A I have smoked just about all of them
[15] Q: Have you also gained an understanding as to the
[16] size of the market at various times or any growth or decline
[17] patterns?
[18] A Yes, certainly In my eight years I was aware at
[19] the beginning of my employment with Alfred Dunhill that the
[20] cigar market was in a period of slow and steady decline It
[21] was about four or five years ago, 1992, that the market
[22] began to see a very serious uptick in business
[23] Q What do you mean by an uptick, a serious uptick?
[24] A. Well, I can state that at Alfred Dunhill in the
[25] four years that I have been doing the purchasing we have

Page 81

[1] quintupled the size of the cigar business that we do in our
[2] retail shops
[3] Q: Does Alfred Dunhill sell General Cigar's Cohiba
[4] cigar?
[5] A: Yes, we do
[6] Q: When did you first become aware of those sales?
[7] A: I vividly recall in the middle part of 1992
[8] receiving the first delivery of General Cigar's Cohiba and
[9] putting them on store retail shelves while I was assistant
[10] manager in our now closed store in San Diego
[11] Q: Are you aware of an earlier version of General
[12] Cigar's Cohiba, a cigar that was sold by Dunhill?
[13] A: Prior to 1992 I am not
[14] Q. Have you been advised that there was an earlier
[15] version at Dunhill?
[16] A: I have not heard anything concrete to that
[17] effect
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[19] volume of sales of General Cigar's Cohiba brand at Dunhill?
[20] A: Yes The Cohiba brand has done as well as we
[21] could do with it We sold product almost as quickly as we
[22] received it in from General Cigar In the last two years I
[23] can say it was a very rare occurrence that a box of Cohiba
[24] cigars ever got to our shelves because our sales associates
[25] would be on phone as they got deliveries and product would

Page 82

[1] be sold back out the door almost as quickly as it came
[2] through
[3] Q: Did you seek out more?
[4] A: Absolutely As it was a business that we
[5] identified we were not maximizing, we were constantly
[6] looking for more product in order to develop our business to
[7] its fullest potential
[8] Q· Can you tell us the extent of Alfred Dunhill's
[9] sales of General Cigar's Cohiba product since 1992 in units
[10] and dollar volume?
[11] A: Our sales records indicate that we have sold out
[12] to customers 1 8 million units of Cohiba cigars with a
[13] retail value of approximately $1 2 million
[14] Q. 1 8 million or –
[15] A Excuse me?
[16] Q: 1 8 million units?
[17] A: That's correct – or no, I'm sorry I would have
[18] to look at the document again
[19] Q: Does the number 185,000 units refresh your
[20] recollection?
[21] A: Sorry I put another digit on the end there
[22] Q We appreciate it
[23] A: Yes It was roughly 60,000 per size of the three
[24] shapes of the Dominican Cohiba
[25] Q In the course of your duties at Alfred Dunhill,

Page 83

[1] have you gained a perception of what your customers think of
[2] General Cigar's Cohiba product?
[3] A: Yes Absolutely.The product, even though it
[4] did not bear an identifying band, was something that our
[5] customers truly perceived as an item of quality We like to
[6] feel at Alfred Dunhill that we remove the unassuredness of
[7] selection, selecting the right cigar by only putting out
[8] products that are of the best quality, and that Cohiba cigar
[9] that we had sold from General Cigar since 1992 clearly met
[10] that standard and was something that people would seek out
[11] from us
[12] Q: Are your customers aware of the geographic origin
[13] of General Cigar's Cohiba product?
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[16] course doing business
[17] Q. Where do you understand they think it comes from?
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[1] made aware that Mike's Cigar in Miami was also carrying the
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[13] people have come to recognize as part of our mix
[14] Q. Are you familiar with a company called Monte
[15] Cristi Tobaccos of the Dominican Republic?
[16] A Yes, I am
[17] Q: When did Alfred Dunhill first become aware of
[18] activities of Monte Cristi selling the Cohiba cigars in the
[19] United States?
[20] A Memory serves that it was sometime in 1994 or
[21] five that I first began hearing reports of Cohiba cigars
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PLAINTIFF'S DEPOSITION EXHIBIT 382 7/2/01 AA

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[22] bearing the band that was very similar to the Cuban style
[23] product, and upon investigation, determined from finding
[24] boxes of cigars that were identified Monte Cristi. I could
[25] then establish what the product was.

Page 85

Q: How did you hear of these products?
A: Initially it came to me from a consumer who had come to us stating that they had seen Cohiba cigars in another retailer and were questioning us as to the fact that we had stated we had a Cohiba product from General Cigar on an exclusive basis.
Q: What did Alfred Dunhill do in response to that?
A: Simply explained to the customer that we were in fact selling the legitimate Dominican Cohiba in the United States marketplace and that other products that bear bands were not legitimate products that should be - being sold in the United States.
Q: Was it your understanding that these customers were confusing the Monte Cristi Cohiba with General Cigar's Cohiba?
A: It was very much the case. One specific example, a customer specifically stated that they had direct confusion about a cigar that was projected to them as a General Cigar Cohiba bearing a band very similar to the Cuban style cigar.
MS. DORE: Your Honor, I would like to offer Plaintiff's Exhibit 24.
THE COURT: Admitted.
(Plaintiff's Exhibit 24 received in evidence)
BY MS. DORE:

Page 86

Q: Can you identify Plaintiff's Exhibit 24?
A: Yes, I can.
Q: What is that?
A: This is an attachment to an internal memo that I circulated I believe sometime in 1995. Every so often I find it incumbent on myself to write a little manifesto to our stores about the state of the cigar industry and what is going on out in the trade to keep them as informed as possible.
I don't know what the balance of the memo addressed specifically, but this clearly was a note to my stores to be on the lookout for the Monte Cristi cigars, both under the Cohiba and the Monte Cristi labels. Since we have become aware of this product in the marketplace we have, particularly on Cohiba, we have a little bit more of a vested interest in protecting that exclusivity.
We wanted to find the product where we could find it and forward the information on to the appropriate legal counsels of the respective companies.
MS. DORE: I would like to offer into evidence Plaintiff's Exhibits 25 and 26.
THE COURT: They are admitted.
(Plaintiff's Exhibits 25 and 26 received in evidence)
BY MS. DORE:

Page 87

Q: Would you identify these two exhibits?
A: Yes, I can. 25 is a letter from a consumer, Mr. Evan Zimmerman. Mr. Zimmerman had an experience that I referred to a little while ago where a friend of his had, as he states, insisted that he had provided this Mr. Zimmerman with a Cohiba manufactured by General Cigar. He notes that the cigar had a band that seemed slightly different than the Cuban product and is basically just asking us for information on advice as to what he was smoking.
Q: Exhibit 26, please?
A: Exhibit 26 is my response to Mr. Zimmerman dated about a week after we received the letter stating my understanding of this product that he had smoked that - without naming Monte Cristi specifically, that we were aware that there were products coming up into the United States that bore a Cuban style band, and if that in fact was what he had smoked, that he was not smoking a legitimate Dominican General Cigar Cohiba.
Q: Was this inquiry typical of the other inquiries you received?
A: Yes, it was. Certainly most of the other inquiries were less formal than this. For a consumer to actually get to the point that they write a letter I think takes a lot of keen interest. But we have had a number of people passing through our stores talking with our staff and

Page 88

managers trying to understand why if we have been projecting Cohiba as an item that we have exclusively, that they are now seeing it out in other smoke shops as they go out to shop cigars.
Q: You mentioned before that the Monte Cristi Cohiba has a cigar band on it similar to a Cuban product?
A: That's correct.
Q: Has it been your experience that that different band is sufficient to eliminate confusion?
A: I don't believe so because the name is what people attach to the product, not necessarily the band or the trade dress. The name is the most important thing that drives consumers, I believe.
Q: Have you ever sampled one of the Monte Cristi Cohiba cigars?
A: I have.
Q: Have you ever sampled one of the General Cigar Cohibas from the recent relaunch?
A: I have.
Q: In your opinion how do they compare?
A: They are very different cigars. The Monte Cristi Cohiba that I smoked, the two words that come to mind, my experience with the product were flat and lifeless. It was a very straightforward tobacco taste, very little nuance, very little distinguishing characteristics.

Page 89

[1] The General Cigar Cohiba is completely to the
[2] opposite end of the spectrum. It is a cigar that is big,
[3] rich and flavorful, yet smooth and very easy to smoke. I
[4] also noted some inconsistencies with the draw on the Monte
[5] Cristi Cohibas that I smoked where I don't find that as a
[6] problem with the General Cigar product.
[7] Q: Did you hear Mr. Geoghegan's testimony a little
[8] earlier that at one time the General Cigar Cohiba was sold
[9] as an unbanded product?
[10] A: Yes, I did.
[11] Q: Are you aware of any ratings that were done of
[12] that unbanded Cohiba product?
[13] A: I am in fact aware that in Cigar Aficionado
[14] sometime in 1994, I cannot state which issue, they did in
[15] fact rate the unbanded Cohiba cigar one time.
[16] Q: Do you know what the rating was?
[17] A: I recollect it was in the 90 range. It might
[18] have been 89, it might have been 90, I am not 100 percent
[19] sure. I would have to go look.
[20] Q: What is the effect on Alfred Dunhill of the sale
[21] of unauthorized Cohiba cigars manufactured by Monte Cristi?
[22] A: Well, it certainly has a negative impact on our
[23] sales volume. I have noted that in the six or seven weeks
[24] we have been selling the new version of Cohiba, the product
[25] has honestly underperformed my expectation. To what degree

Page 90

[1] the presence of Monte Cristi Cohibas in the marketplace is
[2] impacting that is very difficult to quantify. But I do
[3] believe it is having an effect.
[4] MS. DORE: I have no further questions, your
[5] Honor.
[6] CROSS-EXAMINATION
[7] BY MR. MILLER:
[8] Q: Good morning, Mr. Perez.
[9] A: Good morning. You heard testimony before that
[10] there was a partnership between Dunhill and General Cigar?
[11] A: Partnership is a marketing term that we use to
[12] describe our relationship. The relationship that Alfred
[13] Dunhill has with General Cigar is strictly a vendor-client,
[14] manufacturer-to-retailer relationship.
[15] Q: Were you aware that Alfred Dunhill of North
[16] America was sued by Cubatobaco two days ago?
[17] A: I am aware of that.
[18] Q: So you have a closer partnership relation now.
[19] MS. DORE: Objection. Is that a question?
[20] THE COURT: No. Let it stand.
[21] BY MR. MILLER:
[22] Q: You mentioned before about educating consumers
[23] about the General Cigar Cohiba?
[24] A: Yes.
[25] Q: Isn't that because they asked for the Cuban

Page 91

[1] Cohiba cigar?
[2] A: No, not necessarily. Some may ask for it, but,
[3] again, a product that's sitting on a shelf in Alfred Dunhill
[4] has been qualified as a product of exceptional quality.
[5] From that point it is up to us to explain to the consumer
[6] what it is, and one of the benchmarks we use to describe
[7] Cohiba to people or to make them become more familiar with
[8] it is to note that it is manufactured by General Cigar which
[9] also produces Macanudo and Partagas, two of the biggest and
[10] best brands that exist in the world.
[11] Q: So is it your testimony nobody ever came into the
[12] store and asked for a Cuban Cohiba?
[13] A: Certainly they do.
[14] Q: How many do?
[15] A: Difficult to quantify.
[16] Q: Are you aware that plaintiffs produced no ratings
[17] of the Cohiba prior to 1997 in response to –
[18] A: I was not aware of that.
[19] Q: – excuse me, in response to defendants' request
[20] for production of documents?
[21] A: I was not aware of that.
[22] Q: So is it possible that you may be mistaken about
[23] your recollection regarding a rating of unbanded Cohiba
[24] cigars in 1994?
[25] A: I highly doubt it, because I provided the cigars

Page 92

[1] to the magazine myself personally in order to attempt to get
[2] the rating in the magazine.
[3] Q: So did you discuss this suit with General Cigar?
[4] Their suit against the defendants in the instant action?
[5] MS. DORE: Objection, irrelevant.
[6] THE COURT: Sustained as to form.
[7] Q: Did the plaintiffs ask you for documents
[8] regarding their sales of Cohiba cigars in response to
[9] defendants' discovery requests?
[10] A: I was asked to provide sales out – information
[11] at retail on Cohiba cigars dating back to '92.
[12] Q: Did you provide all that?
[13] A: I did.
[14] Q: You have no information about Cohiba sales prior
[15] to '92, do you, sir?
[16] A: No, sir.
[17] Q: So you don't know whether any cigars were sold
[18] prior to 1992?
[19] A: My experience with General Cigar's Cohiba dates
[20] back to 1992 and I wouldn't be proper for me to comment
[21] prior to that date.
[22] Q: I would like to ask you about Plaintiff's Exhibit
[23] 24. Did you work on this document?
[24] A: Excuse me?
[25] Q: Did you work on this document?

Page 93

A: Yes, I wrote it.
Q: I would like to draw your attention to the first sentence. "There is a company in Santo Domingo producing counterfeit Dominican and Montecristo cigars."
Could you explain what you mean by the word "counterfeit"?
A: Counterfeit meaning that the products are being produced by a company that does not in fact own the name for the United States marketplace to my understanding.
Q: Could you tell us the volume of business that Dunhill does with General Cigar?
A: Normally that's privileged information. We don't discuss our sales volumes, but if the court requires –
MS. DORE: What if we stipulate that we will treat Alfred Dunhill's information under the protective order so that it does not go beyond this lawsuit.
THE COURT: Sure. Okay.
A: This past year in retail sales in cigars we did a little less than $10 million. General Cigar's portfolio of products in our mix represents around 42 percent of our total.
Q: So is that $4.2 million?
A: Yes, about four and a half million dollars.
Q: Out of that $4.2 million, of this year how much of that is represented by sales of Cohibas?

Page 94

A: Again, as stated already, I believe the number was – I'm sorry, it is escaping me – one point –
MS. DORE: 185,000 is the number you gave.
Q: What about in 1996?
A: I don't know specifically. We did not run that particular year. I ran the report from dating back from '92 forward.
Q: So when you are talking about the volume you are talking from 1992 to 1997?
A: That's correct.
Q: My question was for 1997 alone. So you don't know the answer to that question?
A: Not specifically.
MR. MILLER: Thank you.

REDIRECT EXAMINATION
BY MS. DORE:

Q: Is it your understanding that Cuban Cohibas cannot be sold in the United States?
A: Yes, it is.
Q: Has that been the case throughout the time General Cigar's Cohibas have been available?
A: Yes, in my experience.
Q: Has it been your experience that the typical customer of Alfred Dunhill for cigars knows of the embargo against Cuban products in the United States?

Page 95

A: Yes.
MS. DORE: Nothing further, your Honor.
MR. MILLER: No further questions.
THE COURT: Thank you, sir.
MS. DORE: Your Honor, plaintiff has no additional witnesses or exhibits.
THE COURT: All right. Why don't we stop at this point. We will resume Monday morning, 9:30.
MS. DORE: Your Honor, is there any possibility of going this afternoon? I was supposed to be out of the country for the week.
THE COURT: I am in no rush. I mean by that – is there a possible of this afternoon? The answer is no. But we can put it over for a week.
MS. DORE: Well, I would prefer not to do that unless a restraining order is issued against the defendants because they are continuing to sell, they are continuing to send out sales fliers and it is having a tremendous impact on General Cigar.
THE COURT: As far as I am concerned you don't need to be here on Monday. It is up to you.
MS. DORE: We will proceed accordingly.
THE COURT: Okay. 9.30.
(Proceedings adjourned to Monday, November something, 1997, 9:30 a.m.)

Page 96

INDEX OF EXAMINATION

Witness	D	X	RD	RX
A. ROSS WOLLEN	2	17	24	
JOHN R. GEOGHEGAN	27	62	74	
MARC PEREZ	77	90	94	

PLAINTIFF EXHIBITS

Exhibit No.	Received
1 and 2	7
3	9
4	10
5 through 10	11
12	29
13	30
14	31
15	31
16 and 17	44
18	47
19 through 23	50
27 and 33	77
24	85
25 and 26	86

DEFENDANT EXHIBITS

Exhibit No	Received
A, B, C and D	18

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 45

PX 254

11/03/97 WED 12:20 FAX 8607693660 GENERAL CIGAR 002

"GENERAL CIGAR DOMINICAN"
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575 - 4112
575 - 4113
575 - 4114
Fax: (809) 575 - 4860

wright

ALFRED DUNHILL OF LONDON
C/O GLOBE SHIPPING COMPANY
CARGO BLDG. No. 80 (J.F. K.) AIRPORT, JAMAICA
QUEENS, N. Y. 11434; ATT: GEORGE FELLOURIS

FACTURA No.
INVOICE No. GO-0022
November 20th, 1992

"CORRECTED"

VIA: A/A

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
			ALFRED DUNHILL			
			OTHERS			
		1,000	Cohiba Coronas, Especiales 1/40	29.00	$ 2,425.20	$2,425.20
		1,000	Cohiba Robusto 1/40	28.50	2,600.00	2,600.00
		1,000	Cohiba Esplendido 1/40	41.75	2,750.00	2,750.00
1/10		3,000				$7,775.20
			Documentación			$ 14.56
			Export Packing		$3.25/M	9.75
						$7,799.51

CONFIDENTIAL

GC 002086

OTHERS CONFIDENTIAL

P 0207

Total Net Weight:
Total Peso Neto: 99.25 Lbs.
Total Gross Weight: 250

GENERAL CIGAR DOMINICANA
Zona Franca
Santiago, Rep. Dom.
General Cigar Dominicana
Lugar Licencia No. 0855
Lic. de Exportación No. 0855

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 46

N255

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic

Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114

Fax: (809) 575-4860

ALFRED DUNHILL OF LONDON
C/O GLOBE SHIPPING COMPANY
CARGO BLDG. NO. 80 (J.F.K.) AIRPORT, JAMAICA
QUEENS, N.Y. 11434, ATT: GEORGE FELLOURIS

FACTURA No.
INVOICE No. GO-0026
December 22 19 92

VIA:

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
			OTHERS ALFRED DUNHILL			
		750	Cohiba Coronas Especiales	1/40 29.00	$ 2,425.20	$1,818.90
		1,125	Cohiba Robusto	1/40 28.50	2,600.00	2,925.00
		750	Cohiba Esplendido	1/40 41.75	2,750.00	2,062.50
1/3		2,625				$6,806.40
			Documentation			$ 14.56
			Export Packing $3.25/M			8.53
						$6,829.49

CONFIDENTIAL

GC 002087

CONFIDENTIAL

Total Net Weight:
Total Peso Neto: 85 Lbs.
Total Gross Weight:
Total Peso Bruto: 195 Lbs.

OTHERS

P 0208

GENERAL CIGAR DOMINICANA
Zona Franca
Santiago, Rep.

General Cigar Dominicana
Export License No. 0856
Lic. de exportacion No. 0856

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 47

Px 256

G[illegible] [illegible]AL CIGAR DOMINICANA ( )
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic

Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114

Fax: (809) 575-4860

ALFRED DUNHILL OF LONDON, INC.
C/O Globe Shipping Company
Cargo Bldg. No. 80 (JFK) Airport Jamaica
Queens, N. Y. 11434 ATT: George Fellouris

FA'TURA No.
INVOICE No. GO-0038
April 15th, 19 93

VIA:

"CORRECTED"

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
A.D.L.						
		1,125			1,457.00	1,639.13
ORDER NOS.		625			1,388.00	867.50
		125			1,292.00	161.50
		450			1,500.00	675.00
NEW YORK	01-578	430			1,600.00	688.00
B. HILLS	02-578	450	REDACTED		1,500.00	675.00
CHICAGO	03-578	1,060			1,450.00	1,537.00
SAN FCO.	04-578	675			1,575.00	1,063.13
DALLAS	05-578	700			360.00	252.00
HOUSTON	06-578	5,640				7,558.26
SEATLLE	14-578					
BOSTON	15-578					
SAN DIEGO	16-578					
		75			1,287.00	96.53
		500			1,215.00	607.50
		850			1,410.00	1,198.50
		200			1,500.00	300.00
		1,150			1,625.00	1,868.75
		3,750	CONFIDENTIAL		1,500.00	5,625.00
		2,100			360.00	756.00
ORDER NOS.		8,625				10,452.28
			COHIBA BRAND			
NEW YORK	01-579	3,650	Cohiba Robustos 1/40	29.00 "	2,600.00	9,490.00
B. HILLS	02-579	3,150	Cohiba Esplendidos 1/40	28.50 "	2,750.00	8,662.50
CHICAGO	03-579	3,275	Cohiba Coronas Especiales 1/40	41.75 "	2,445.20	7,942.53
SAN FCO.	04-579	10,075				26,095.03
DALLAS	05-579					
HOUSTON	06-579					
SEATLLE	14-579		GC 000191			
BOSTON	15-579	24,340				44,105.57
SAN DIEGO	16-579					
			Documentation			14.56
			Export Packing $3.25/M			79.11
						44,199.24

Total Net Weight:
Total Peso Neto: 706 Lbs.
Total Gross Weight:
Total Peso Bruto: 1,764 Lbs.

CONFIDENTIAL

P 0209

General Cigar Dominicana
Export License No. 0855
Lic. de exportacion No. 0855

GENERAL CIGAR DOMINICANA

P. O. BOX 8/5
Industrial Free Zone
Santiago, Dominican Republic

Cigar Manufacturers and Exporters

Phones: (809) 878-411
878-411
878-411

Fax: (809) 571-486

ALFRED DUNHILL OF LONDON, INC.

C/O GLOBE SHIPPING COMPANY

Cargo Bldg. No. 80 (JFK) Airport Jamaica

Queens, N. Y. 11434 - Att.: George Pellouris

VIA: EMERY

FACTURA / INVOICE No. GO-0044

June 29th, 1993

Marca And Nos. / Marcas y Nos.	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net Wt. Per M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
A.D.L.						
Order Nos.		1,375			1,475.00	2,003.38
		625			1,388.00	867.50
New York	01-303	125			1,292.00	161.50
B. Hills	02-303	300			1,500.00	450.00
Chicago	03-303	1,110			1,600.00	1,776.00
San Fco.	04-303	600			1,457.00	874.20
Dallas	05-303	1,000			1,575.00	1,575.00
Houston	06-303	270			1,500.00	405.00
Boston	13-303	800			1,450.00	1,160.00
Seattle	14-303	1,450			360.00	522.00
San Diego	16-303					
		7,635				9,794.58
		250			1,280.00	320.00
		250			1,215.00	303.75
		125			1,146.00	143.25
		600			1,410.00	846.00
		1,400			1,625.00	2,275.00
		8,000			1,500.00	12,000.00
		340			1,500.00	510.00
		2,120			360.00	763.20
		13,085				17,161.20
			COHIBAR			
		5,150	Cohiba Robustos 1/40	29.00 "	2,600.00	13,390.00
		4,650	Cohiba Esplendidos 1/40	28.00 "	2,750.00	12,787.50
		4,775	Cohiba Coronas 1/40	41.75 "	[illegible]	11,580.33
		14,575				37,757.83

CONFIDENTIAL

GC 002070

CONFIDENTIAL

Total Net Weight:

Total Pase Neto: _____

Total Gross Weight:

P 0143

GENERAL CIGAR DOM. Juan Finch
General Cigar Dominicana
Santiago, Dominican Rep.

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-411
575-411
575-411

Fax: (809) 575-450

ALFRED DUNHILL OF LONDON, INC.
C/O Elco Freight International, Inc.
420 Merrick Road
Valley Stream, N.Y. 11580

FACTURA No.
INVOICE No. GO-0053
October 8th. 1993

VIA: A/A

Marks And Nos. / Marcas y Nos.	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net Wt. Per M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
	Order No.					
	01-241	1,650			$ 1,457.00	2,404.05
	02-241	450			1,388.00	624.60
	03-241	200	CONFIDENTIAL		940.00	188.00
	04-241	1,010			1,600.00	1,616.00
	05-241	280			1,457.00	407.96
	06-241	1,525			1,575.00	2,401.88
	09-241	490			1,500.00	735.00
	15-241	200			1,450.00	290.00
	14-241	3,300			360.00	1,188.00
	16-241	9,105	REDACTED			9,855.49
		600			1,371.00	822.60
		375			1,280.00	480.00
		250			1,215.00	303.75
		100			1,410.00	141.00
		600	GC 000196		1,625.00	975.00
		2,700			1,500.00	4,050.00
		250			1,500.00	375.00
		2,900			360.00	1,044.00
		7,775				8,191.35
			COHIBA			
		5,675	Cohiba Robustos 1/40	28.50 "	2,600.00	14,755.00
		5,675	" Espléndido 1/40	41.75 "	2,750.00	15,606.25
		4,150	" Coronas Espléndido 1/40	29.00 "	2,425.20	10,064.58
		15,500				40,425.83
1/52		32,380				58,472.67
			ADD:			
			Documentation			14.56
			Export Packing	3.25/m		105.24
			Customs Custodia			14.40
CONFIDENTIAL			Truckage			148.90
						$58,755.77

P 0214

REDACTED

Total Net Weight:
Total Peso Neto: 892 Lbs. OTHERS
Total Gross Weight:

MHRA 15500 40623

GENERAL CIGAR DOMINICANA
Apartado Postal 875 Santiago, R.D.
General Cigar Dominicana
Exp. No. 0866

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114
Fax: (809) 575-4660

GENERAL CIGAR COMPANY, INC.
700 East Main Street - Dothan, Alabama 36301 USA
c/o FRITZ COMPANY, INC. 2080 Talleyrand Ave.
P.O. Box 1194, Jacksonville, Fla.

FACTURA No.
INVOICE No. GC-33/93
November 22, 1993

CORRECTED

VIA: Sea Land

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
1/18	6916	18,000			460.00	8,280.00
19/21	6919	3,000			537.00	1,611.00
22/24	6910	3,000			404.00	1,212.00
25/28	6913	4,000			460.00	1,840.00
29/30	6907	2,000			365.00	730.00
31/33	6904	3,000			322.00	966.00
34/39	6901	6,000			322.00	1.932.00
40/42	6936	2,250			660.00	1,485.00
43/54	6922	6,000			588.00	3,528.00
55/61	6931	16,800			230.00	3,864.00
62/66	6960	5,000			460.00	2,300.00
67/72	6961	6,000			480.00	2,880.00
73/74	6951	1,000			613.00	613.00
75/76	6950	700			640.00	448.00
		76,750				31,689.00
77	6916	100			460.00	46.00
78	8128	1,000			455.00	455.00
			ATT: Alfred Dunhill			
	7953	2,825	Cohiba Robustos 1/40	28.50 "	2,200.00	6,245.00
	7952	2,825	Cohiba Esplendidos 1/40	41.75 "	2,350.00	6,638.75
79/92	7951	2,125	Cohiba Coronas Especial 1/40	29.00 "	2,000.00	4,250.00
		7,775				17,103.75
93/120	8037	16,800			815.00	13,692.00
121/123	8038	1,800			815.00	1,467.00

REDACTED

CONFIDENTIAL

GC 002072

CONFIDENTIAL

P 0145-A

Total Net Weight:
Total Peso Neto: _____
Total Gross Weight:
Total Peso Bruto: _____

General Cigar Dominicana
Export License No. 0855
Lic. de exportacion No. 0855

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114

Fax: (809) 575-4860

GENERAL CIGAR COMPANY, INC.
700 East Main Street - Dothan, Alabamam 36301 USA
C/O FRITZ COMAPNY, INC. 2080 Talleyrand Ave.
P. O. Box 1194, Jacksonville, Fla. 32201

FACTURA No.
INVOICE No. GC-34/93
November 29th, 1993

VIA: SEA LAND

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net Wt. Per. M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
1/11	6916	11,000			460.00	5,060.00
12/13	6919	2,000			537.00	1,074.00
14/15	6910	2,000			404.00	808.00
16	6913	1,000			460.00	460.00
17	6907	1,000			365.00	365.00
18/19	6904	2,000			322.00	644.00
20/21	6901	2,000			322.00	644.00
22/23	6940	1,920			690.00	1,324.80
24/28	6922	2,500	REDACTED		588.00	1,470.00
29/218	6935	19,000			480.00	9,120.00
19/227	6931	21,600			230.00	4,968.00
228	6960	1,000			460.00	460.00
229/231	6961	3,000			480.00	1,440.00
232	6962	1,000			480.00	480.00
233/234	6951	880			613.00	539.44
235	6950	420			640.00	268.80
		72,320	CONFIDENTIAL			29,126.04
236		1,000	GC 002074		537.00	537.00
237/238		2,000			690.00	1,380.00
		3,000				1,917.00
			ATT: Sidney Paulk			
239	7953	400	Cohiba Robustos 1/40	32.25 "	2,200.00	880.00
240	7952	500	Cohiba Esplendidos 1/40	32.25 "	2,350.00	1,175.00
241	7951	500	Cohiba Coronas Esp. 1/40	29.00 "	2,000.00	1,000.00
		1,400				3,055.00
242/245	8171	2,000			714.00	1,428.00
246/249	8170	2,000			815.00	1,630.00
259/253	8173	2,000			460.00	920.00
		6,000				3,978.00

CONFIDENTIAL

P 0147-A

Total Net Weight:
Total Peso Neto: _____
Total Gross Weight:
Total Peso Bruto: _____

General Cigar Dominicana
Exper Lic. No. 0855
Lic. No. Importación No. 0855

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114

Fax: (809) 575-4860

GENERAL CIGAR COMPANY, INC.

FACTURA No.
INVOICE No. GC-34/93
November 29, 1993

VIA:

No. 2

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
254/270	8037	10,200			815.00	8,313.00
271/273	8038	1,800			815.00	1,467.00
274/279	8022	6,000			700.00	4,200.00
280/285	8004	9,600			620.00	5,952.00
286	8003	1,600			620.00	992.00
287/289	8050	9,000			581.00	5,229.00
290/316	8101	64,800			150.00	9,720.00
317/320	8102	12,000	REDACTED		150.00	1,800.00
		115,000				37,673.00
321	7232	1,500			584.00	876.00
322	7230	1,500			655.00	982.50
323	7237	1,000			796.00	796.00
		4,000				2,654.50
324/327	7278	2,060			234.00	482.04
328/342	7277	13,380			254.00	3,398.52
343/344	7276	896			286.00	256.25
345/346	7275	1,076			301.00	323.87
347/348	7279	1,200	CONFIDENTIAL		220.00	264.00
349/351	7280	2,075			234.00	485.55
352	7281	775			254.00	196.85
353	7283	280	GC 002075		301.00	84.28
		21,742				5,491.36
		223,462				83,894.90

CONFIDENTIAL

P 0148-A

Total Net Weight:
Total Peso Neto: 4,235 Lbs.
Total Gross Weight:
Total Peso Bruto: 12,457 Lbs.

GENERAL CIGAR DOMINICANA
Zona Franca
Santiago, Dom. Rep.

General Cigar Dominicana
Expor. License No. 0855
Lic. de exportacion No. 0855

IERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114
Fax: (809) 575-4860

GENERAL CIGAR COMPANY, INC.
700 East Main Street - Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC. 2080 Talleyrand Avenue
P.O. Box 1194 - Jacksonville, Fla. 32201 USA

FACTURA No.
INVOICE No. GC-37/93
December 20, 1993

VIA: Sea Land

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net Wt. Per M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
			ATT: SIDNEY PAULK (FOR MIKE)			
150	7953	100	Cohiba Robustos	1/40	28.50	"

REDACTED

Total Net Weight:
Total Peso Neto:
Total Gross Weight:
Total Peso Bruto:

CONFIDENTIAL

GC 003784

Lopez Franco
General Cigar Dominicana
Lic. de exportacion No. 0855
Lic. de exportacion No. 0855

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 48

PX257

11/03/87 WED 12:34 FAX 8007083080 GENERAL CIGAR

Loftus

ENERAL CIGAR DOMINICAN

P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic

Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114

Fax: (809) 575-4860

GENERAL CIGAR COMPANY, INC.
700 East Main Street - Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC. 2080 Talleyrand Ave.
P. O. Box 1194 Jacksonville, Fla. 32201 USA

FACTURA No.
INVOICE No. GC-2/94
January 31st, 1994

VIA: Sea Land

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
1/33	6916	33,000			460.00	15,180.00
34/41	6919	8,000			537.00	4,296.00
42/51	6910	10,000			404.00	4,040.00
52/62	6913	11,000			460.00	5,060.00
63/67	6907	5,000			365.00	1,825.00
68/73	6904	6,000			322.00	1,932.00
74/81	6901	8,000			322.00	2,576.00
82/86	6936	3,750			660.00	2,475.00
87/88	6940	1,920.			690.00	1,324.80
89/107	6922	9,500			588.00	5,586.00
108/182	6935	7,500			480.00	3,600.00
183/192	6931	24,000			230.00	5,520.00
193/196	6960	4,000			460.00	1,840.00
197/201	6961	5,000			480.00	2,400.00
202/205	6962	4,000			480.00	1,920.00
206/208	6951	1,500			613.00	919.50
209/212	6950	2,000			640.00	1,280.00
		144,170				61,774.30
213/214	7401	1,500			460.00	690.00
215/216	7402	1,500			404.00	606.00
[illegible]7/219	7419	2,500			537.00	1,342.50
222/223	7410.	1,000			588.00	588.00
224/237	7435	1,400			480.00	672.00
238/244	7461.	7,000			480.00	3,360.00
245/251	7460	7,000			460.00	3,220.00
252/258	7486	6,850			460.00	3,151.00
259/262	7953	4,000	Cohiba Robustos 1/40	28.50 "	2,200.00	8,800.00
263/267	7951	5,000	Cohiba Coronas Especiales 1/40	26.75 "	2,000.00	10,000.00
268/272	7952	5,000	Cohiba Esplendidos 1/40	40.25 "	2,350.00	11,750.00
		42,750				44,179.50

REDACTED

CONFIDENTIAL

GC 002097

Total Net Weight:
Total Peso Neto:
Total Gross Weight:

P 0218

CONFIDENTIAL

GENERAL CIGAR DOMINICANA
Santiago, Rep. Dom.

General Cigar Dominicana
Lic. de Exportación No. 0855

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114
Fax: (809) 575-4660

Loftus

GENERAL CIGAR COMPANY, INC.
700 East Main Street, Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC. 2080 Talleyrand Avenue
Jacksonville, Fla. 32201 USA

FACTURA No.
INVOICE No. GC-28/94
August 22, 1994

VIA:

Marks And Nos. / Marcas y Nos.	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
1/12	6916	12,000			460.00	5,520.00
13/19	6910	7,000			404.00	2,828.00
20/24	6913	5,000			460.00	2,300.00
25/29	6901	5,000			322.00	1,610.00
30/32	6940	2,880			690.00	1,987.20
33/36	6922	2,000			588.00	1,176.00
37/82	6935	4,600			480.00	2,208.00
83/84	6951	640			613.00	392.32
85	6950	240			640.00	153.60
		39,360				18,175.12
86/89	8128	4,000	CONFIDENTIAL		455.00	1,820.00
90/138	8037	29,400			815.00	23,961.00
139/148	8038	6,000			815.00	4,890.00
149/152	8022	4,000			700.00	2,800.00
153/154	8023	2,000			700.00	1,400.00
155/162	8004	12,800	REDACTED		620.00	7,936.00
163	8010	2,000			632.00	1,264.00
164	8050	3,000			581.00	1,743.00
165/206	8101	100,800			150.00	15,120.00
213/220	8103	24,000			150.00	3,600.00
		184,000	GC 002098			62,714.00
221/223	7796	1,875			1,400.00	2,625.00
			COHIBA			
224/225	7953	1,500	Cohiba Robustos	32.25 "	2,200.00	3,300.00

CONFIDENTIAL

Total Net Weight:
Total Peso Neto: _____
Total Gross Weight:

P 0219

GENERAL CIGAR DOMINICANA
Zona Franca
General Cigar Dominicana
Exper. Licence No. 0855
Lic. de exportación No. 0855

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4116
Fax: (809) 575-4860

GENERAL CIGAR COMPANY, INC.

FACTURA No.
INVOICE No. GC-28/94

August 22, 1994

VIA:

Marks And Nos. / Marcas y Nos.	Packing Case. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
226	1006	600			250.00	150.00
227/288	1000	37,200			250.00	9,300.00
		37,800				9,450.00
289/296	8441	8,000			28.00	224.00
297/298	8443	2,000			28.00	56.00
299/300	8444	2,000			28.00	56.00
301		1,000			28.00	28.00
		13,000				364.00
302 /305	8455	4,000			28.00	112.00
306	6883	1,500			45.00	67.50
		287,035				98,627.62

REDACTED

CONFIDENTIAL

GC 002099

TOTAL 300 CARTONS

Total Net Weight:
Total Peso Neto: 5,929 Lbs.
Total Gross Weight:

P 0220

CONFIDENTIAL

GENERAL CIGAR DOMINICANA
Gerente
General Cigar Dominicana

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114
Fax: (809) 575-4866

GENERAL CIGAR COMPANY, INC.
700 East Main Street, Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC. 2080 Talleyrand Ave.
P.O. Box 1194, Jacksonville, Fla. 32201 USA

FACTURA No.
INVOICE No. GC-30/94
September 5, 19 94

VIA: SEA LAND

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per. M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
1/13	6916	13,000			460.00	5,980.00
14/20	6919	7,000			537.00	3,759.00
21/29	6910	9,000			404.00	3,636.00
30/36	6913	7,000			460.00	3,220.00
37/40	6904	4,000			322.00	1,288.00
41/50	6901	10,000			322.00	3,220.00
51/55	6936	3,750			660.00	2,475.00
56/61	6940	5,760			690.00	3;974.40
62/77	6922	8,000			588.00	4,704.00
78/167	6935	9,000			480.00	4,320.00
168/173	6960	6,000			460.00	2,760.00
174/177	6961	4,000			480.00	1,920.00
		86,510				41,256.40
178/243	8037	39,600			815.00	32,274.00
244/248	8038	3,000			815.00	2,445.00
249/253	8023	5,000			700.00	3,500.00
254/262	8004	14,400	REDACTED		620.00	8,928.00
263	8010	2,000			632.00	1,264.00
264/269	8050	18,000			581.00	10,458.00
270/295	8101	62,400			150.00	9,360.00
296/304	8102	27,000			150.00	4,050.00
		171,400				72,279.00
305	7772	550	CONFIDENTIAL		1,375.00	756.25
306	7779	360			1,615.00	581.40
307	7778	375			1,475.00	553.13
308	7796	425			1,400.00	595.00
309	7767	400	GC 002100		850.00	340.00
310	7766	175			800.00	140.00
311/312	7776	1,250			1,250.00	1,562.50
313/314	7769	2,125			850.00	1,806.25

CONFIDENTIAL

Total Net Weight:
Total Peso Neto: _____

P 0221

GENERAL CIGAR DOMINICANA
Zona Franca
General Cigar Dominicana
Exper License No. 0855

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 576-4113
576-4111
576-4114

Fax: (809) 575-4866

GENERAL CIGAR COMPANY, INC.

FACTURA No.
INVOICE No. GC-30/94
September 5, 19 94

VIA:

PAGE NO. 2

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net Wt. Per M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
315/316	7774	340	REDACTED		1,550.00	527.00
		6,000				6,861.53
			COHIBA			
317	7953	500	Cohiba Robustos 1/40	32.25 "	2,200.00	1,100.00
318/319	7232	3,000			584.00	1,752.00
320/321	7230	3,000			655.00	1,965.00
322/323	7239	4,000			175.00	700.00
		10,000				4,417.00
324/325	8453	2,000			27.00	54.00
326	8441	1,000			28.00	28.00
327	8444	1,000			28.00	28.00
		4,000				110.00
328	6886	1,000	REDACTED		50.00	50.00
329/332	8455	4,000			28.00	112.00
333		355			301.00	106.86
334		358			301.00	107.76
		713				214.62
335						
		284,123				126,400.55

CONFIDENTIAL

GC 002101

CONFIDENTIAL

P 0222

Total Net Weight:
Total Peso Neto: 6,143 Lbs.

GENERAL CIGAR DOMINICANA
Zona Franca
General Cigar Dominicana
Exper Licence No. 0855

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4111
575-4112
575-4114

Fax: (809) 575-4861

GENERAL CIGAR COMPANY, INC.
700 East Main Street-Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC. 2080 Talleyrand Ave.
P.O. Box 1194 Jacksonville, Fla. 32201 USA

FACTURA No.
INVOICE No. GC-39/94
November 7, 1994

VIA: Sea Land

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net. Wt. Per M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
1/15	6916	15,000			460.00	6,900.00
16/20	6919	5,000			537.00	2,685.00
21/22	6910	8,000			404.00	3,232.00
29/31	6913	3,000			460.00	1,380.00
32/40	6901	9,000			322.00	2,898.00
41/46	6940	5,760			690.00	3,974.40
47/67	6922	10,500			588.00	6,174.00
68/164	6935	9,700	REDACTED		480.00	4,656.00
165/166	6932	6,000			230.00	1,380.00
167/168	321	1,800			553.33	995.99
169/170	831	1,920			331.33	636.15
171/225	513	7,700			650.00	5,005.00
		83,380	CONFIDENTIAL			39,916.54
226/234	7486	9,000			460.00	4,140.00
			COHIBA			
235/238	7953	3,500	Cohiba Robustos 1/40	32.25 "	2,200.00	7,700.00
239/241	7952	2,000	Cohiba Esplendidos 1/40	40.25 "	2,350.00	4,700.00
		5,500				12,400.00
242/277	8037	21,600			815.00	17,604.00
278/291	8038	8,400			815.00	6,846.00
292/297	8060	6,000			460.00	2,760.00
298/299	8023	2,000	REDACTED		700.00	1,400.00
300/305	8065	6,000			460.00	2,760.00
306/318	8047	13,000			612.00	7,956.00
319/323	8013	5,000	GC 002102		695.00	3,475.00
324	8014	1,000			695.00	695.00
325/326	8028	2,000			[illegible].00	1,428.00

CONFIDENTIAL

Total Net Weight:
Total Peso Neto:
Total Gross Weight:

P 0223

GENERAL CIGAR DOMINICANA
Zona Franca Dominicana
Expor Licence No. 0855
Lic. de Exportacion No. 0855

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4111
575-4111
575-4111

Fax: (809) 575-4861

GENERAL CIGAR COMPANY, INC.

FACTURA No.
INVOICE No. GC-39/94
November 7, 1994

VIA:

PAGE NO. 2

Marks And Nos. / Marcas y Nos.	Packing Code. / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE VITOLA	Net Wt. Per M. / Peso Neto Por M.	Price per M. / Precio por M.	Value (US$) / Valor (US$)
327/328	8029	2,000			714.00	1,428.00
329/330	8010	4,000			632.00	2,528.00
331/333	8050	9,000			581.00	5,229.00
334/358	8101	60,000			150.00	9,000.00
359/360	8102	6,000			150.00	900.00
		146,000				64,009.00
361	7232	1,500			584.00	876.00
362	7234	1,500			701.00	1,051.50
363/364	7237	2,000			796.00	1,592.00
		5,000				3,519.50
365/368	8198	11,200			100.00	1,120.00
369/371	6896	3,000			50.00	150.00
		263,080				125,255.04

REDACTED

CONFIDENTIAL

GC 002103

CONFIDENTIAL

P 0224

Total Net Weight:
Total Peso Neto: 5,867 Lbs.
Total Gross Weight:
" " " 17,127 lbs.

GENERAL CIGAR DOMINICANA
Zona Franca
General Cigar Dominicana
Export License No. 0855
Lic. de Exportación No. 0855

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 49

CONFIDENTIAL

ALFRED DUNHILL

ESTABLISHED 1893

FACSIMILE

ATTENTION OF	Mike Conder	FROM	Marc Perez
COMPANY	General Cigar	DATE	January 16, 1996
FAX NUMBER	203-769-3670	FROM DIRECT FAX NO	(212) 750-8841
COPY TO	Charlotte Dyslin	PAGE 1 OF 3	

Re: 1996 Projections

Attached please find our unit projections for 1996.

We have inventory coming up so I will not place any dispersals until the week of Jan. 29. I noticed that we have no additional goods at Dothan for two consecutive weeks.

- Cifuentes -
- Bunds -

p/fs
DEPOSITION
EXHIBIT # 64
FOR ID TRN
6/6/00

dunhill

ALFRED DUNHILL OF LONDON INC
EXECUTIVE OFFICE

AD 00552

GENERAL CIGAR 94 VS. 95 SALES
1996 PROJECTION IN UNITS

01/16/96

SKU #	DESCRIPTION	ITEM #	$ STORE 94 SALES	$ STORE 95 SALES	+/- %	$ STORE 96 PROJ	SAKS DALLAS	LORD J	SAKS PALM B	MAIL ORDER	UNIT TOTAL

AD 00553

CONFIDENTIAL

REDACTED

GENERAL CIGAR 94 VS. 95 SALES
1996 PROJECTION IN UNITS

01/15/96

SKU #	DESCRIPTION	ITEM #	9 STORE 94 SALES	9 STORE 95 SALES	+/- %	9 STORE 96 PROJ	SAKS DALLAS	LOND J	SAKS PALM B	MAIL ORDER	UNIT TOTAL
0106286	COH ROB	7953	12750	18450	45%	75000	2000	2000	2000	10000	91000
0106302	COH ESPL	7952	12975	24250	87%	100000	3000	3000	1000	15000	122000
0106294	COH COR ESP	7951	12000	18750	56%	75000	2000	2000	1000	10000	90000
			37725	61450	63%	250000	7000	7000	4000	35000	303000

AD 00554

****
*** ACTIVITY REPORT ***
****

TRANSMISSION OK

TX/RX NO.	2488
CONNECTION TEL	12037893670
CONNECTION ID	GENERAL CIGAR
START TIME	01/16 11:34
USAGE TIME	01'35
PAGES	3
RESULT	OK

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 50
PX 258
GC 003559, 3557, 3555, 3552 - 3553, 3547, 3545, 3543, 3538, 3536, 3534, 3532, 3531, 3526, 3524, 3523, 3521

FX 258

GENERAL CIGAR DOMINICANA
P. O. BOX 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones: (809) 575-4112
575-4113
575-4114

Fax (809) 575-4860

GENERAL CIGAR COMPANY, INC.
700 East Main St. Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC. 2000 Talleyrand Ave.
P. O. Box 1194 - Jacksonville, Fla. 32206 USA

FACTURA No.
INVOICE No. GC-1/95
January, 13, 19 95

VIA: Sea Land

Marks And Nos.	Packing Code.	Quantity	SIZE NAME	Nat. Wt. Per M.	Price per M.	Value (US$)
Marcas y No.	Codigo	Cantidad	NOMBRE VITOLA	Peso Neto Por M.	Precio por M.	Valor (US$)

REDACTED

			COHIBA		
214/217	7952	3,200	Cohiba Esplendido 1/40	40.25	"
218/222	7951	4,800	Cohiba Coronas Especiales 1/40	28.50	"
223/224	7953	2,000	Cohiba Robustos	32.25	"
		10,000			

CONFIDENTIAL

Total Net Weight:
Total Peso Neto: _____
Total Gross Weight
Total Peso Bruto _____

Zona Franca Dominicana
Expor License No. 0855
Lic. de Exportacion No. 0856

GC 003559

GENERAL CIGAR DOMINICANA
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Industrial Free Zone
Santiago, Dominican Republic

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GENERAL CIGAR COMPANY, INC
700 East Main St Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville Fla 32206

CORRECTED

FACTURA No:
INVOICE No: GC-6/95
February, 20 1995

VIA Sea Land

Marks And Nos / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt. Per M.(Lbs.) / Peso Neto Por M (Lbs.)	Price Per M / Precio Por M.	Value (US) / Valor (US)
233	7953	850	COHIBA Cohiba Robustos 1/40	32 25		

REDACTED

CONFIDENTIAL

GC 003557

GENERAL CIGAR DOMINICANA
P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

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Phones: (809)575-4112
(809)575-4113
(809)575-4114

Fax: (809)575-4860

GENERAL CIGAR COMPANY, INC
700 East Main St Dothan Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville Fla 32206
VIA: Sea Land

CORRECTED

FACTURA No:
INVOICE No: GC-7/95
February, 25 1995

Marks And Nos / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net Wt. Per M.(Lbs.) / Peso Neto Por M (Lbs.)	Price Per M / Precio Por M	Value (US) / Valor (US)
126	7953	300	Cohiba Robustos COHIBA 1/40		32 25	

REDACTED

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GC 003555

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Fax: (809)575-4860

GENERAL CIGAR COMPANY INC
700 East Main St Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206
VIA: Sea Land

FACTURA No:
INVOICE No: GC-10/95
March 20 1995

Marks And Nos / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net WL Per M.(Lbs.) / Peso Neto Por M.(Lbs)	Price Per M. / Precio Por M.	Value (US) / Valor (US)
			COHIBA			
187/190	7952	3,600	Cohiba Esplendidos 1/40	40 25		
191/194	7951	3,475	Cohiba Coronas Especiales 1/40	28 5		
		7,075				

REDACTED

CONFIDENTIAL

Total Net Weight.
Total peso Neto. .bs.

Total Gross Weight
Total Peso Bruto. .bs

GC 003552

Zona Franca
General Cigar Dominicana
Export License No. 0855
Lic. de Exportacion No. 0855

Don Pepe

GENEI ... CIGAR DOMINICANA
P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

Cigar Manufacturers and Exporters

. nones: (809)575-4112
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(809)575-4114

Fax: (809)575-4860

GENERAL CIGAR COMPANY, INC
700 East Main St Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2060 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206

FACTURA No:
INVOICE No: GC-9/95
March,13 1995

VIA: Sea Land

Marks And Nos / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt. Per M.(Lbs.) / Peso Neto Por M.(Lbs.)	Price Per M. / Precio Por M.	Value (US) / Valor (US)
1/'						

REDACTED

CONFIDENTIAL

GC 003553

			COHIBA		
163/165	7953	2 500	Cohiba Robustos 1/40		32 25
166/169	7952	2,875	Cohiba Esplendidos 1/40		40 25
		5,375			

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GENERAL CIGAR COMPANY, INC
700 East Main St Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 11[illegible], Jacksonville, Fla 32206

FACTURA No:
INVOICE No: GC-11/95
March,27 1995

VIA: Sea Land

Marks And Nos / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt. Per M.(Lbs.) / Peso Neto Por M.(Lbs.)	Price Per M / Precio Por M.	Value (US) / Valor (US)
			COHIBA			
96/10[illegible]	7953	5,775	Cohiba Robustos 1/40	32.25		
102/105	7952	3,300	Cohiba Esplendidos 1/40	40 25		
106/113	7951	7,200	Cohiba Cerecas Especiales 1/40	28.5		
		16,275				

REDACTED

[redacted]

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GENERAL CIGAR COMPANY, INC
700 East Main St Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206

FACTURA No:
INVOICE No: GC-12/95
April 3 1995

VIA: Sea Land

Marks And Nos / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt. Per M (Lbs.) / Peso Neto Por M (Lbs.)	Price Per M / Precio Por M.	Value (US) / Valor (US)
			COHIBA			
208/211	7952	3,600	Cohiba Esplendidos 1/40	40 25		
212/215	7953	3,275	Cohiba Robustos 1/40	32 25		
		6,875				

REDACTED

CONFIDENTIAL

GC 003547

Do 1 Pipe

GENERAL CIGAR DOMINICANA

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GENERAL CIGAR COMPANY, INC
700 East Main St Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206
VIA: Sea Land

FACTURA No:
INVOICE No: GC-15/95
April 24 1995

Marks And Nos	Packing Code	Quantity	SIZE NAME	Net Wt. Per M (Lbs.)	Price Per M	Value (US)
Marcas y Nos	Codigo	Cantidad	NOMBRE DE VITOLA	Peso Neto Por M.(Lbs.)	Precio Por M.	Valor (US)

REDACTED

277/280	7951	3,325	"COHIBA" Cohiba Caronas Especiales 1/40	28 5

CONFIDENTIAL

GC 003545

GENERAL CIGAR DOMINICANA
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GENERAL CIGAR COMPANY, INC
700 East Main St Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville Fla 32206

FACTURA No:
INVOICE No: GC-19/95
May 15 1995

VIA: Sea Land

Marks And Nos. / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt. Per M.(Lbs.) / Peso Neto Por M.(Lbs.)	Price Per M. / Precio Por M.	Value (US) / Valor (US)
156/159	7952	3,275	Cohiba Espiendidos 1/40 COHIBA	40 25		

REDACTED

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GC 003543

GENERAL CIGAR DOMINICANA
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GENERAL CIGAR COMPANY, INC
700 East Main St Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206

FACTURA No:
INVOICE No: GC-22/95
June 5, 1995

VIA: Sea Land

Marks And Nos	Packing Code	Quantity	SIZE NAME	Net Wt Per M (Lbs)	Price Per M	Value (US)
Marcas y Nos	Codigo	Cantidad	NOMBRE DE VITOLA	Peso Neto Por M.(Lbs)	Precio Por M.	Valor (US)
296/299	7951	3,525	"COHIBA" Cohiba Coronas Especiales 1/4(I)	28 5		

REDACTED

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GENERAL CIGAR DOMINICANA
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GENERAL CIGAR COMPANY, INC
700 East Main St Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206

FACTURA No:
INVOICE No: GC-23/95
June 12, 1995

VIA: Sea Land

Marks And Nos. / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt. Per M.(Lbs.) / Peso Neto Por M.(Lbs.)	Price Per M. / Precio Por M.	Value (US) / Valor (US)
172/175	7953	4,000	Cohiba Robustos 1/40 "COHIBA"	32	25	

REDACTED

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GENERAL CIGAR COMPANY, INC
700 East Main St Dothan Alabama 36301 USA
C/O FRITZ COMPANY INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville Fla 32206
VIA Sea Land

FACTURA No.
INVOICE No GC-25/95
June 26 1995

Marks And Nos	Packing Code	Quantity	SIZE NAME	Net Wt Per M (Lbs)	Price Per M	Value (US)
Marcas y Nos	Codigo	Cantidad	NOMBRE DE VITOLA	Peso Neto Por M (Lbs)	Precio Por M.	Valor (US)

REDACTED

			COHIBA		
319/320	7953	1,150	Cohiba Robustos 1/40	32 25	
321/322	7952	1 050	Cohiba Esplendidos 1/40	40 25	
		2,200			

CONFIDENTIAL

GC 003538

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GENERAL CIGAR COMPANY INC
700 East Main St Dothan Alabama 36301 USA
C/O FRITZ COMPANY INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville Fla 32206

"CORRECTED"

FACTURA No:
INVOICE No: GC-27/95
July 8 1995

VIA: Sea Land

Marks And Nos	Packing Code	Quantity	SIZE NAME	Net. Wt. Per M (Lbs.)	Price Per M	Value (US)
Marcas y Nos	Codigo	Cantidad	NOMBRE DE VITOLA	Peso Neto Por M (Lbs)	Precio Por M	Valor (US)

REDACTED

			COHIBA	
134/138	7953	5 000	Cohiba Robustos 1/40	32 25
139/144	7952	4,875	Cohiba Esplendidos 1/40	40 25
145/147	7951	2 925	Cohiba Coronas Especiales 1/40	28 5
		12,800		

CONFIDENTIAL

GC 003536

Don Pepe

GENERAL CIGAR DOMINICANA
P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

ones: (809)575-4112
(809)575-4113
(809)575-4114

Cigar Manufacturers and Exporters

Fax: (809)575-4860

GENERAL CIGAR COMPANY INC
703 Columbia Highway Dothan Alabama 36301 USA
C/O FRITZ COMPANY INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville Fla 32206

FACTURA No:
INVOICE No: GC-29/95
July 22 1995

VIA Sea Land

Marks And Nos	Packing Code	Quantity	SIZE NAME	Net Wt Per M (Lbs.)	Price Per M	Value (US)
Marcas y Nos	Codigo	Cantidad	NOMBRE DE VITOLA	Peso Neto Por M (Lbs.)	Precio Por M.	Valor (US)
129130	7953	2,000	COHIBA Coliba Robustos 1/40	32 25		

REDACTED

CONFIDENTIAL

GEN. ‹AL CIGAR DOMINICANA
P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

Cigar Manufacturers and Exporters

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GENERAL CIGAR COMPANY, INC
700 Columbia Highway Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville Fla 32206

FACTURA No:
INVOICE No: GC-31/95
August, 7 1995

VIA: Sea Land

Marks And Nos. / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt Per M (Lbs) / Peso Neto Por M (Lbs)	Price Per M / Precio Por M	Value (US) / Valor (US)
136/138	7952	2,700	Cohiba Esplendidos 1/40 "COHIBA"	40 25		

REDACTED

CONFIDENTIAL

GC 003532

GEN. AL CIGAR DOMINICANA
P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

Phones: (809)575-4112
(809)575-4113
(809)575-4114

Cigar Manufacturers and Exporters

Fax: (809)575-4860

GENERAL CIGAR COMPANY INC
700 Columbia Highway Dothan Alabama 36301 USA
C/O FRITZ COMPANY INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville Fla 32206
VIA Sea Land

FACTURA No:
INVOICE No: GC-32/95
August, 14 1995

Marks And Nos	Packing Code	Quantity	SIZE NAME	Net. Wt. Per M (Lbs)	Price Per M	Value (US)
Marcas y Nos	Codigo	Cantidad	NOMBRE DE VITOLA	Peso Neto Por M (Lbs)	Precio Por M	Valor (US)
257	7952	350	Cohiba Esplendidos 1/40 "COHIBA"		40 25	

REDACTED

CONFIDENTIAL

Total Net Weight
Total peso Neto Lbs CONT SEAU - 525178-5
SEAL 988-331525

Total Gross Weigh
Total Peso Bruto Lbs

Zona Franca
General Cigar Dominicana
Export License No. 0855
Lic. de Exportacion No. 0855

GC 003531

GEN. AL CIGAR DOMINICANA
P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

Phones: (809)575-4112
(809)575-4113
(809)575-4114

Cigar Manufacturers and Exporters

Fax: (809)575-4860

GENERAL CIGAR COMPANY, INC
700 Columbia Highway Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206

FACTURA No:
INVOICE No: GC-34/95
August, 21 1995

VIA: Sea Land

Marks And Nos. / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net Wt. Per M.(Lbs.) / Peso Neto Por M.(Lbs.)	Price Per M. / Precio Por M.	Value (US) / Valor (US)
170/173	7951	3,225	"COHIBA" Cohiba Caronas Especiales 1/40	28 5		

REDACTED

CONFIDENTIAL

GC 003526

Don Pepe

GENI AL CIGAR DOMINICANA
P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

Cigar Manufacturers and Exporters

Phones: (809)575-4112
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Fax: (809)575-4860

GENERAL CIGAR COMPANY, INC
700 Columbia Highway Dothan, Alabama 36301 USA
C/O FRITZ COMPANY INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville Fla 32206

FACTURA No:
INVOICE No: GC-36/95
September 4, 1995

VIA: Sea Land

Marks And Nos / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net Wt Per M (Lbs) / Peso Neto Por M (Lbs)	Price Per M / Precio Por M	Value (US) / Valor (US)

REDACTED

				COHIBA	
206/208	7953	3,000	Cohiba Robustos 1/40		32.25
209/211	7952	2,700	Cohiba Esplendidos 1/40		40 25
		5,700			

CONFIDENTIAL

GC 003524

Don Pepe

GENE' L CIGAR DOMINICANA
P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

hones: (809)575-4112
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Cigar Manufacturers and Exporters

Fax: (809)575-4860

GENERAL CIGAR COMPANY, INC.
700 Columbia Highway Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206

CORRECTED

FACTURA No:
INVOICE No: GC-38/95
September 18, 1995

VIA: Sea Land

Marks And Nos. / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net Wt Per M (Lbs.) / Peso Neto Por M (Lbs.)	Price Per M. / Precio Por M.	Value (US) / Valor (US)

REDACTED

			COHIBA		
270/274	7953	4,300	Cohiba Robustos 1/40	32 25	
275	7952	175	Cohiba Esplendidos 1/40	40 25	
		4,475			
		170,745			

Total Net Weight:
Total peso Neto: Lbs.

CONT SEAU - 529121-6
SEAL 988-336171

Total Gross Weigh
Total Peso Bruto: Lbs.

Zona Franca
General Cigar Dominicana
Export License No. 0855
Licencia de Exportación No. 0855

CONFIDENTIAL

GC 003523

Don Pepe

GENERAL CIGAR DOMINICANA

P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

Phones: (809)575-4112
(809)575-4113
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GENERAL CIGAR COMPANY, INC
700 Columbia Highway Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave.
P O Box 1194- Jacksonville, Fla 32206

CORRECTED

FACTURA No:
INVOICE No: GC-40/95
September 25, 1995

VIA: Sea Land

Marks And Nos. / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt. Per M.(Lbs.) / Peso Neto Por M.(Lbs.)	Price Per M. / Precio Por M.	Value (US) / Valor (US)

REDACTED

198/201	7951	4,000	Cohiba Caronas Especiales "COHIBA" 1/40	28.5		

REDACTED

CONFIDENTIAL

GC 003521

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 51
GC 003520

GENE' L CIGAR DOMINICANA
P.O. box 875
Industrial Free Zone
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Phones: (809)575-4112
(809)575-4113
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Fax: (809)575-4860

GENERAL CIGAR COMPANY, INC
700 Columbia Highway Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206

FACTURA No:
INVOICE No: GC-46/95
October 23, 1995

VIA: Sea Land

Marks And Nos. / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt. Per M.(Lbs.) / Peso Neto Por M.(Lbs.)	Price Per M / Precio Por M.	Value (US) / Valor (US)
306/313	7952	6,650	COHIBA Cohiba Esplendidos 1/40	40.25		827.50

REDACTED

Total Net Weight:
Total peso Neto: Lbs.

Total Gross Weight
Total Peso Bruto: Lbs.

CONT SEAU- 528592-8
SEAL 988-336178

Zona Franca
General Cigar Dominicana
Export License No. 0855
Lic. de Exportacion No. 0855

CONFIDENTIAL

GC 003520

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 52

Don Pepe

GENERAL CIGAR DOMINICANA

P.O. box 875
Industrial Free Zone
Santiago, Dominican Republic

Phones: (809)575-4112
(809)575-4113
(809)575-4114

Fax: (809)575-4860

Cigar Manufacturers and Exporters

GENERAL CIGAR COMPANY, INC
700 Columbia Highway Dothan, Alabama 36301 USA
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave
P O Box 1194- Jacksonville, Fla 32206
VIA: A/A

FACTURA No:
INVOICE No: GC-51/95
November 13, 1995

Marks And Nos. / Marcas y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net. Wt. Per M.(Lbs.) / Peso Neto Por M (Lbs.)	Price Per M. / Precio Por M	Value (US) / Valor (US)

REDACTED

247	7952	125	Cohiba Esplendidos 1/40 COHIBA	40 25	$2,350 00	$293.75

Total Net Weight:
Total peso Neto: Lbs.

Total Gross Weight:
Total Peso Bruto: Lbs.

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CONFIDENTIAL

GC 003426

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 53
GC 0034265

:NERAL CIGAR DOMIN .ANA

P O Box 875
Industrial Free Zone
Santiago, Dominican Republic

Cigar Manufacturers and Exporters

Phones (809)575-411:
(809)575-411
(809)575-411

Fax (809)575-486

General Cigar Company Inc.
700 Columbia Highway Dothan, Alacama 36301
C/O FRITZ COMPANY, INC 2080 Talleyrand Ave.
P.O Box 1194-Jacksonville, Fla 32206

Factura No:
Invoice No: GC-57/95
November 27, 1995

VIA: A/A

Marks And Nos / Marcas Y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net Wt Per M.(Lbs) / Peso Neto Por M.(Lbs)	Price Per M. / Precio P M.	Value (US) / Valor (US)
113/114	7953	1,150	COHIBA ROBUSTOS 1/40	32.25		
115/118	7952	3,050	COHIBA ESPLENDIDO 1/40	40.25		
		4,200				

REDACTED

Total Net Weight
Total Peso Neto: Lbs. CONT:
SEAL:
Total Gros Weight
Total Peso Bruto: Lbs.

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General Cigar Dominicana
Export License No. 0855
Licencia de Exportacion No. 0855

CONFIDENTIAL

GC 003425

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 54

GENERAL CIGAR DOMINICANA
P O Box 875
Industrial Free Zone
Santiago, Dominican Republic
Cigar Manufacturers and Exporters

Phones (809)575-411
(809)575-411
(809)575-411-
Fax (809)575-4861

General Cigar Company, Inc.
700 Columbia Highway Dothan, Alabama 36301
C/O FRITZ COMPANY, INC. 2080 Talleyrand Ave
P.O. Box 1194- Jacksonville, Fla 32206

Factura No:
Invoice No: GC-64/95
December 19, 1995

VIA: A/A

Marks And Nos / Marcas Y Nos	Packing Code / Codigo	Quantity / Cantidad	SIZE NAME / NOMBRE DE VITOLA	Net Wt Per M (Lbs) / Peso Neto Por M (Lbs)	Price Per M / Precio P M	Value (US) / Valor (US)
			COHIBA			
264/276	7951	12,875	COHIBA CORONA ESPECIAL 1/40	38 50		
277/277	7953	875	COHIBA ROBUSTOS 1/40	32.25		
		13,750				

REDACTED

CONFIDENTIAL

Total Net Weight: lbs
Total Peso Neto:

Total Gross Weight lbs
Total Peso Bruto:

CONT:
SEAL:

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General Cigar Dominicana
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Lic. de Exportacion No 0855

GC 003423

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 55

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington DC 20231

MAR. 11, 1994

NOTICE OF PUBLICATION UNDER 12(a)

1 Serial No
74/344,349

2 Mark
COHIBA
(Block Form)

3 Applicant.
General Cigar Co., Inc.

4. Publication Date.
APR. 12, 1994

The mark of the application identified appears to be entitled to registration The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2 101 or 2 102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a notice of allowance pursuant to section 13(b) of the Statute.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained at $16.00 each for domestic orders, or at $20.00 each for foreign orders from

The Superintendent of Documents
US Government Printing Office
Washington DC 20402

By direction of the Commissioner

GC 001927

166

NOTICE OF ALLOWANCE

15 U S C SECTION 1063(b)(2)

The MARK identified below was published for opposition under 15 U S C Section 1062(a) No successful opposition was filed In order to obtain a registration applicant must file a Statement of Use under 15 U S C Section 1051(d)(1) within six months of the MAILING DATE OF NOTICE identified below A six-month extension of time to file the Statement of Use will be granted upon proper request Subsequent six-month extensions will be granted for a period not to exceed twenty-four months if good cause is shown 15 U S C 1051(d)(2) Failure to timely file or perfect a Statement of Use or request for extension of time will result in abandonment of the application The requirements for each are set forth at 37 C F R Sections 2 88 and 2 89

74/344349

Scott Greenberg
Morgan & Finnegan
345 Park Avenue
New York, NY 10154

ATTORNEY REFERENCE NUMBER

PLEASE REVIEW THE ACCURACY OF THE NOTICE OF ALLOWANCE DATA

A request for correction to the notice of allowance should be submitted within 30 days to the following address COMMISSIONER OF PATENTS AND TRADEMARKS, WASHINGTON, D C 20231 The correspondence should be marked to the attention of BOX ITU The Patent and Trademark Office will review the request and make corrections where appropriate

SERIAL NUMBER: 74/344349
MARK: COHIBA(BLOCK FORM)
OWNER NAME: General Cigar Co, Inc
OWNER ADDRESS: 320 West Newberry Road
Bloomfield
CONNECTICUT 06002

MAILING DATE OF NOTICE: 07/05/1994

A Statement of Use or a request for an extension of time to file a Statement of Use must be RECEIVED by the Patent and Trademark Office within six (6) months from the above mailing date

GOODS/SERVICES BY INTERNATIONAL CLASS

034-cigars

ALL OF THE GOODS/SERVICES IN EACH CLASS ARE LISTED

GC 001928

TMFAF(REV 02/94)

ADDITIONAL INFORMATION MAY BE PRESENT IN THE PTO RECORDS

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 57

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BAIN & COMPANY

Pltf
DEPOSITION
EXHIBIT # 263
FOR ID TRN
11-7-00

General Cigar

Sustainable Growth Strategy
Board of Directors Presentation
June 15, 1998

Confidential:
Under Protective Order

Premium Cigar Summary (Situation/Implications)

Situation:

- Market growth in premium cigars has and will continue to slow due to dramatically fewer new consumers entering the category; likely growth scenarios CAGR (1997-02):
- The first phase of the industry shakeout has started with large tobacconists delisting second tier brands (and rebalancing frontmarks of leading brands)
- Growing caution exists amongst tobacconists, distributors and manufacturers as to future growth prospects for the category

Implication/ Opportunity:

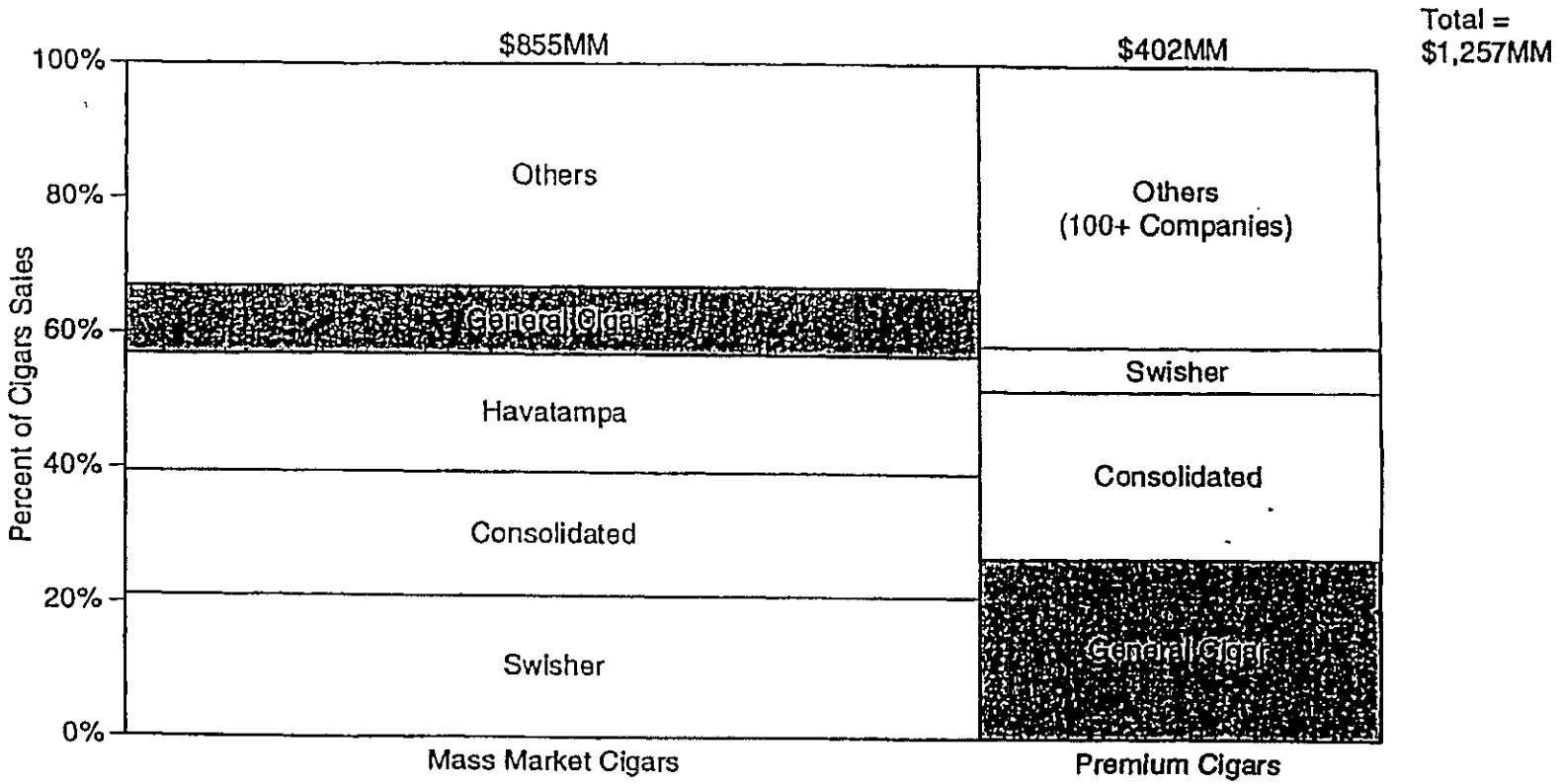
REDACTED

Project Objectives

REDACTED

Confidential: GC 008343
Protective Order

Cigar Industry Structure (1997)



	Mass Market Cigars	Premium Cigars
Average Price	$ 0.27	$ 1.15
Number of Units	3,100 MM	350 MM

Source: Company 10 K Reports; Analyst Reports; Bain Analysis

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BOS GC3042798EZA 2

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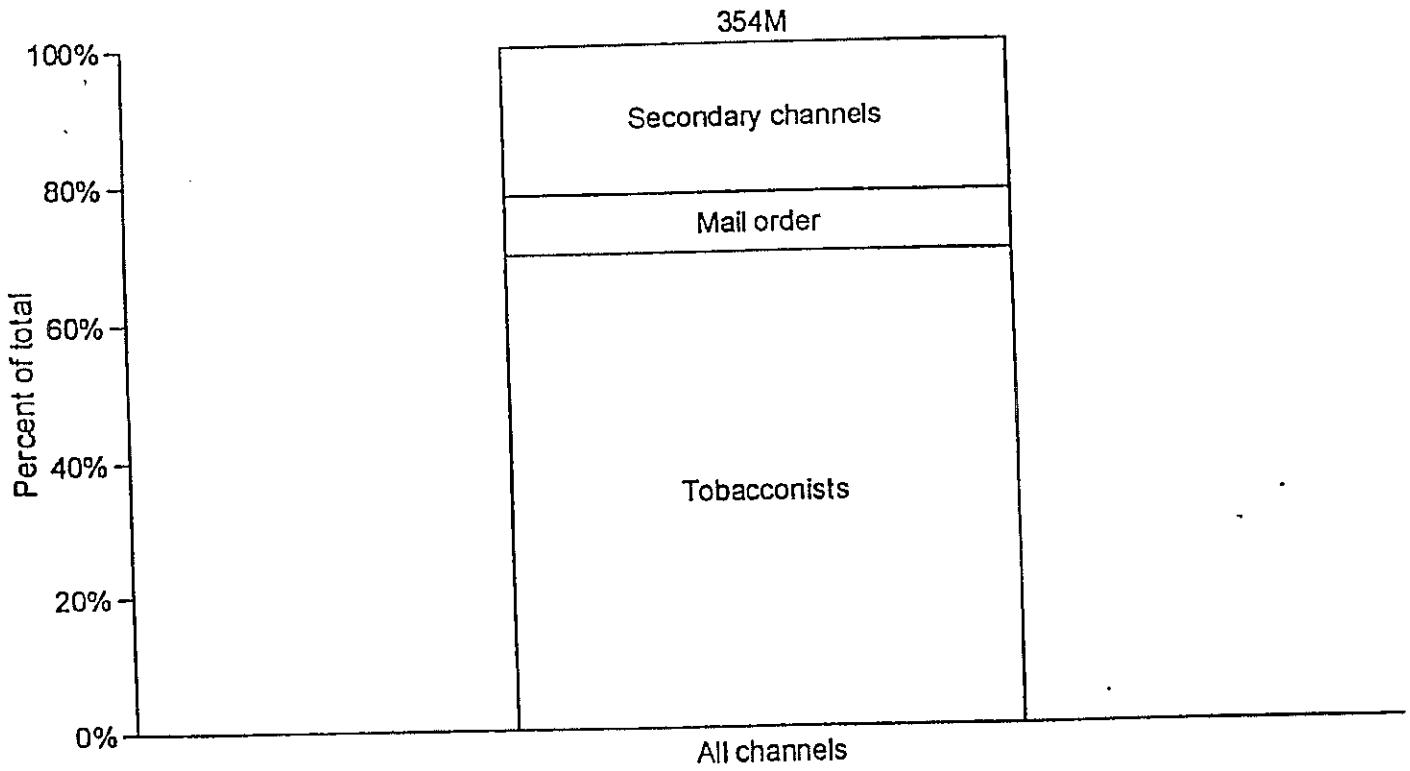
Key Strategic Issues

REDACTED

Premium Cigar Distribution Channels (1997)

The majority of premium cigars are sold through tobacconists.



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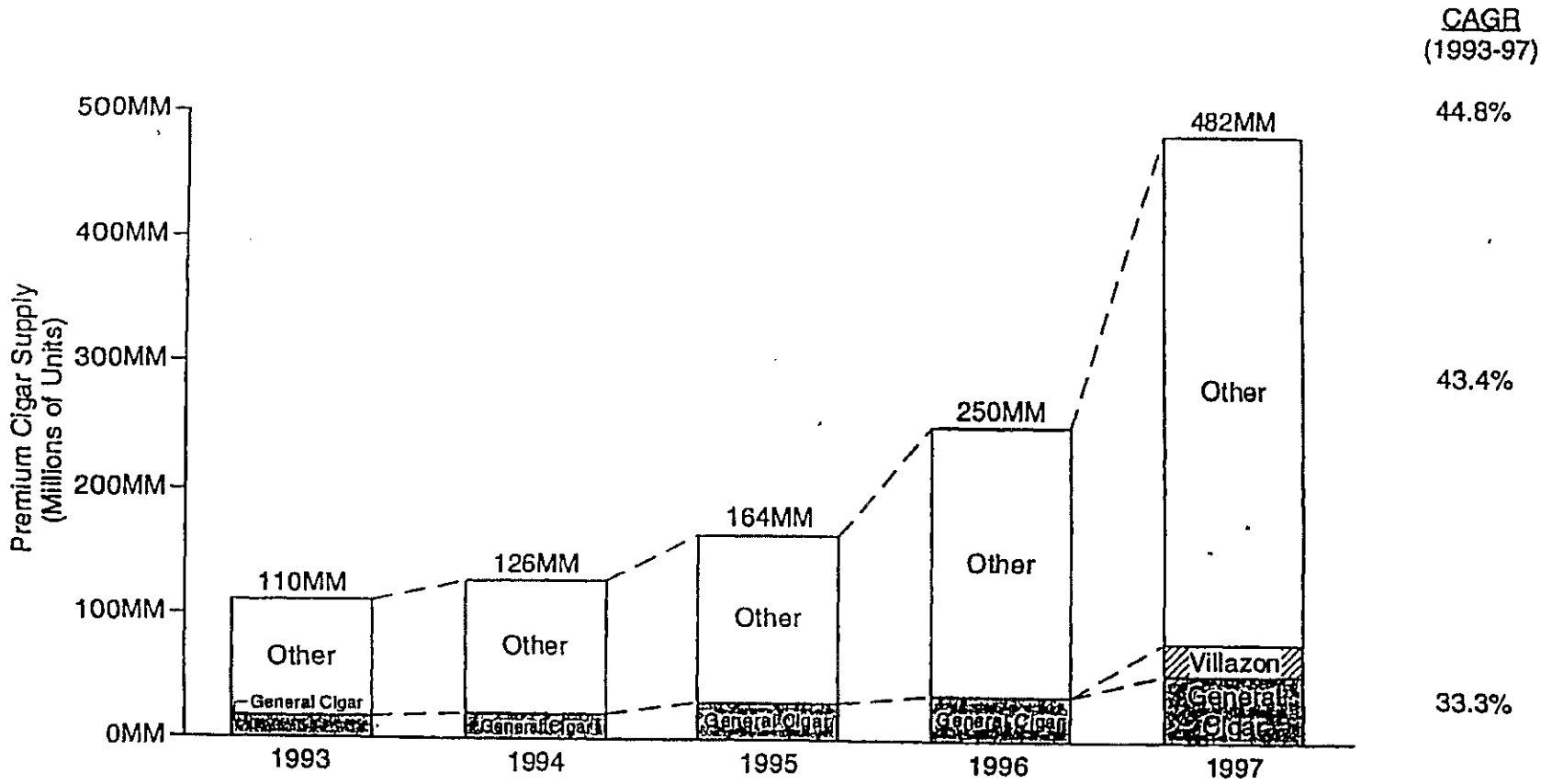
Source: CAA; Tobacconist Surveys; Bain Interviews; Bain Cigar Retailer Survey 4/98; Literature Search; Bain Analysis

Premium Share Position (1993-97)



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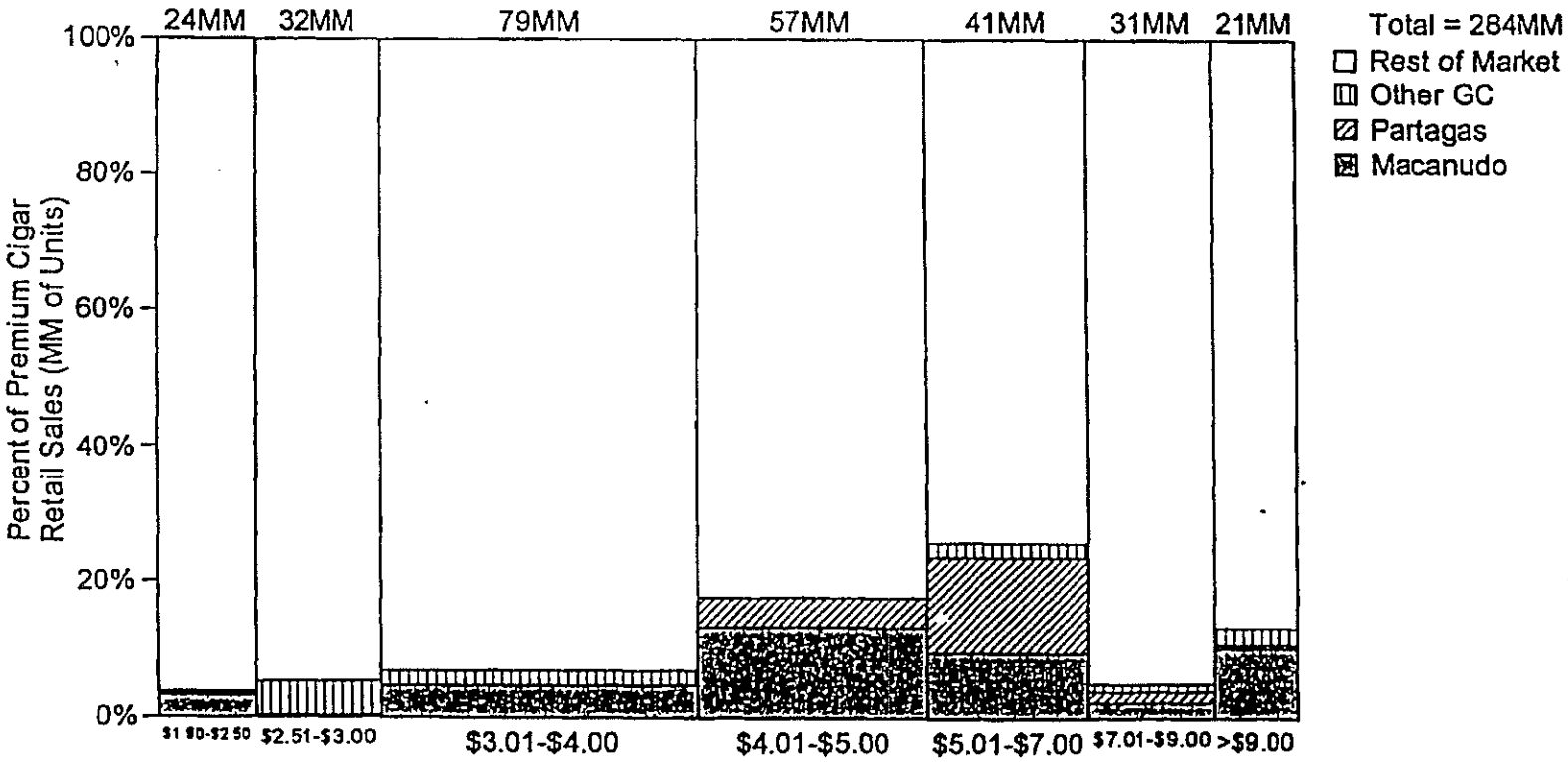
GC 008346

Note: Villazon share based on General Cigar estimates.
Source: CAA Survey of Manufacturers; Wheat First Butcher Singer; General Cigar Market & Consumer Research, 1997; General Cigar Sales Database; Bain Analysis

General Market Share by Price Point (1997 Overall Estimate)

General Cigar has considerable room to capture share within each price point.



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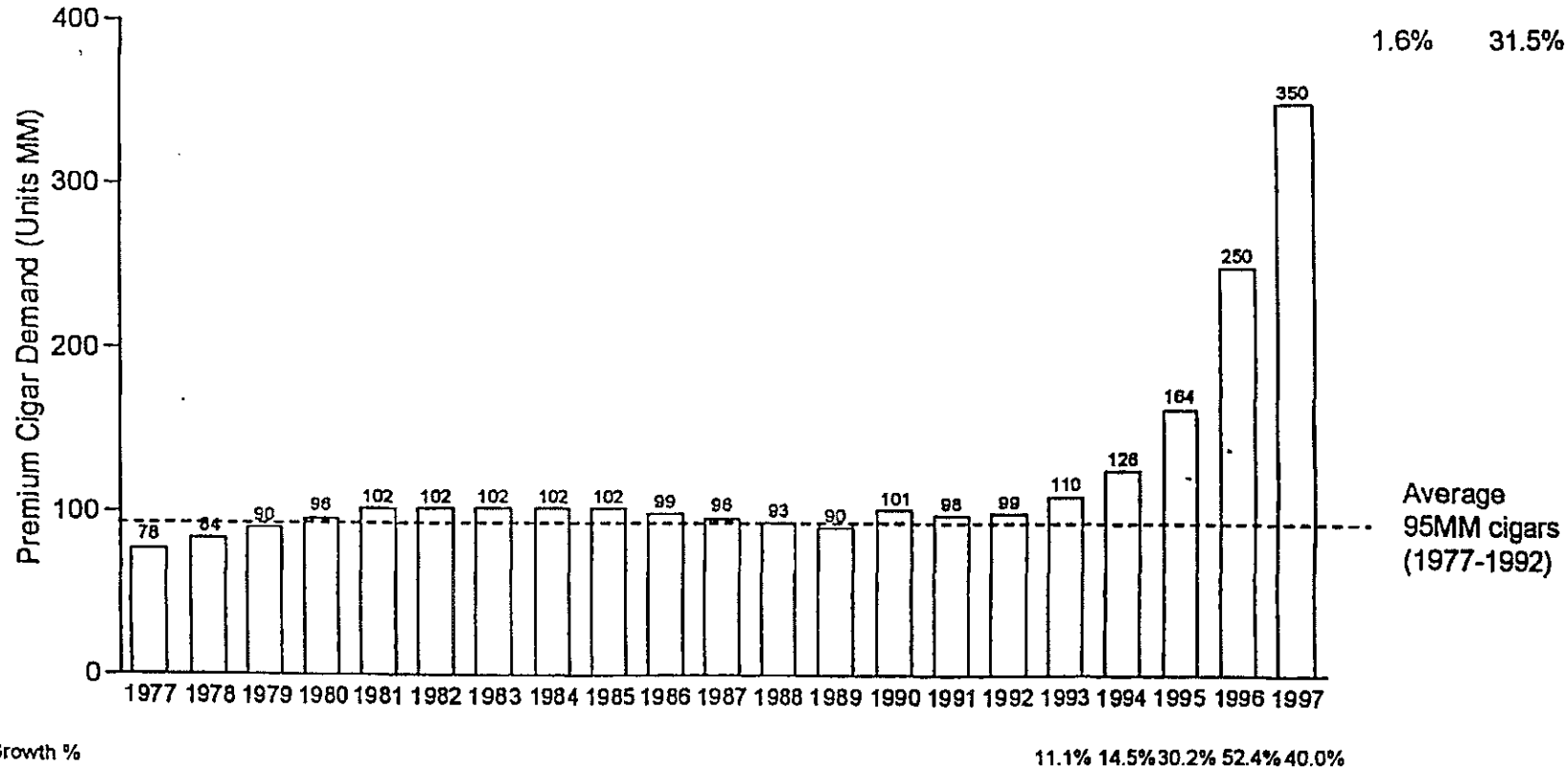
Note: Excludes miniatures. 1997 MSRP
Source: CAA Survey by Price Point, 1996; Distributor Interviews (n=12); Retailer Interviews (Top 14); Cataloger Interviews (n=2); General Cigar Consumer Research; Tobacconist Survey (n=74); Dethan Database

Premium Cigar Demand (1977-1997E)

Premium cigar consumption was flat from 1977 to 1992 then grew rapidly.



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Note: Class H hand made cigars per CAA definition; Does not include little cigars; Demand in 1996-7 adjusted from total imports due to inventory build

Source: CAA; Analyst Reports

BOS GC3022398EZA 1

GC 008348

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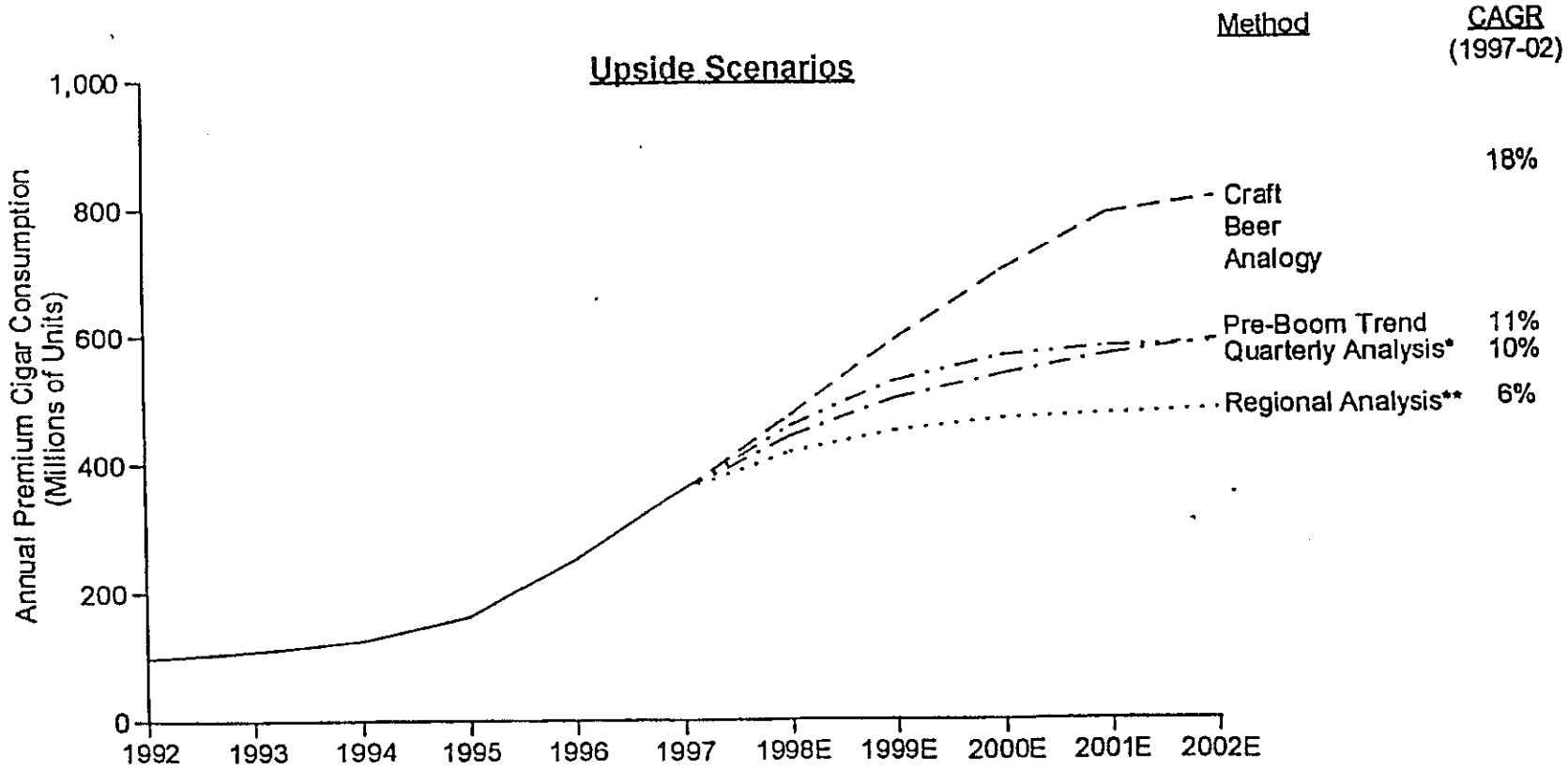
Forecast Annual Premium Cigar Demand (1992-2002E)

The market for premium cigars is likely to grow between 6-11% over the next 5 years.



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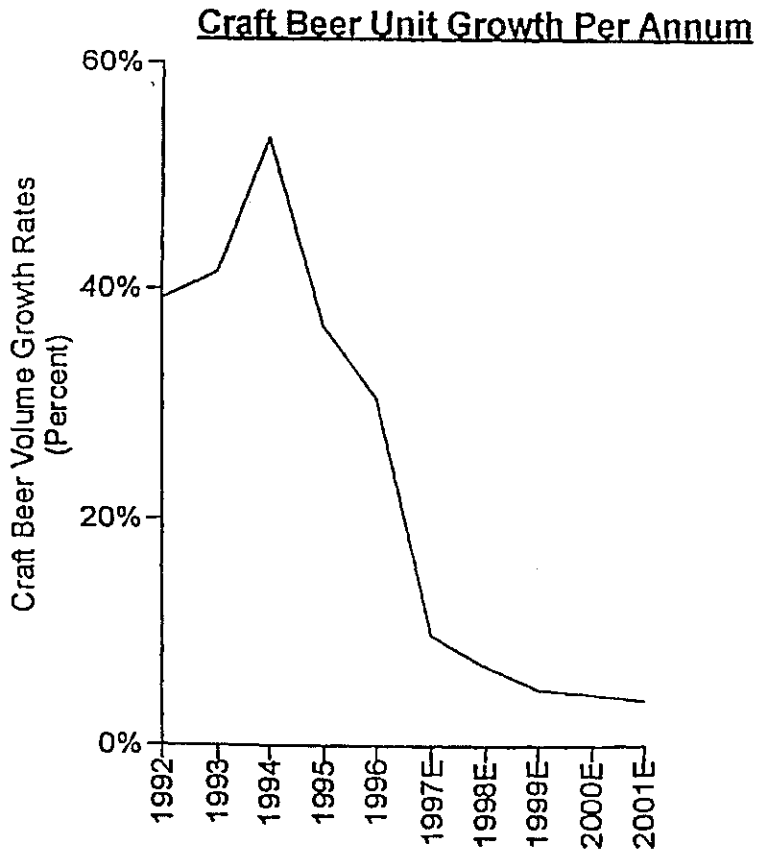
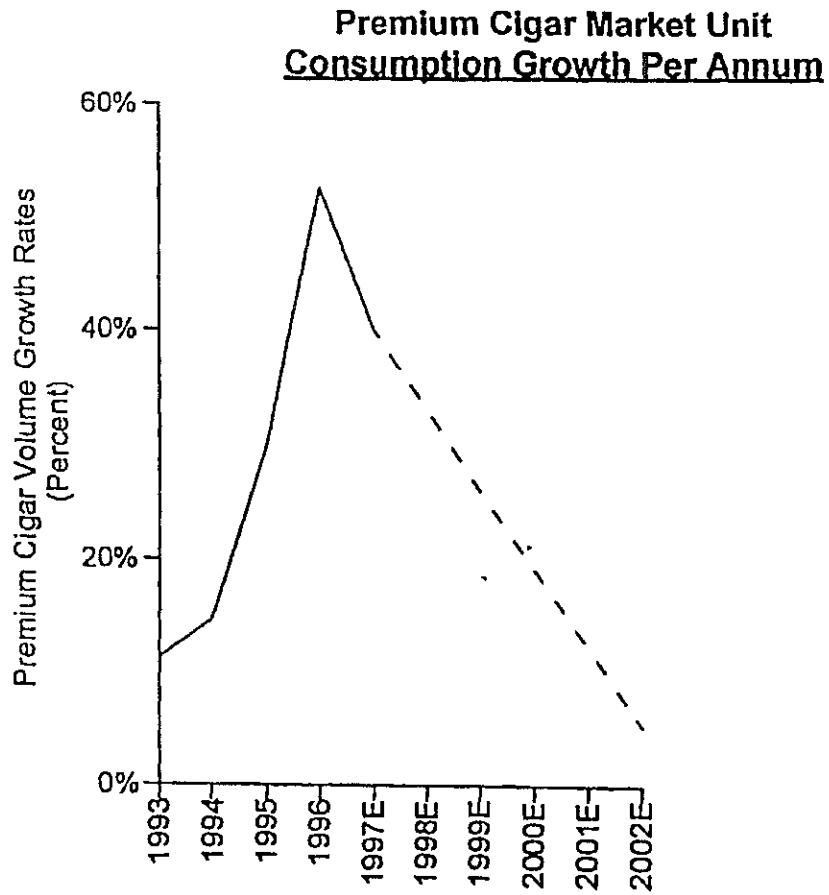
* Based on negative growth in imports, 3Q97 and 4Q97; acceleration based on growth rate, 1992-95

Protective Order

Organic Market Growth

Premium Cigar Market Growth Forecast (Craft Beer Analogy)





Source: General Cigar Consumer Research; CAA; RS Weinberg of Associates; Impact; Nielsen IRI; Donaldson, Lufkin and Jenette; Bain Analysis

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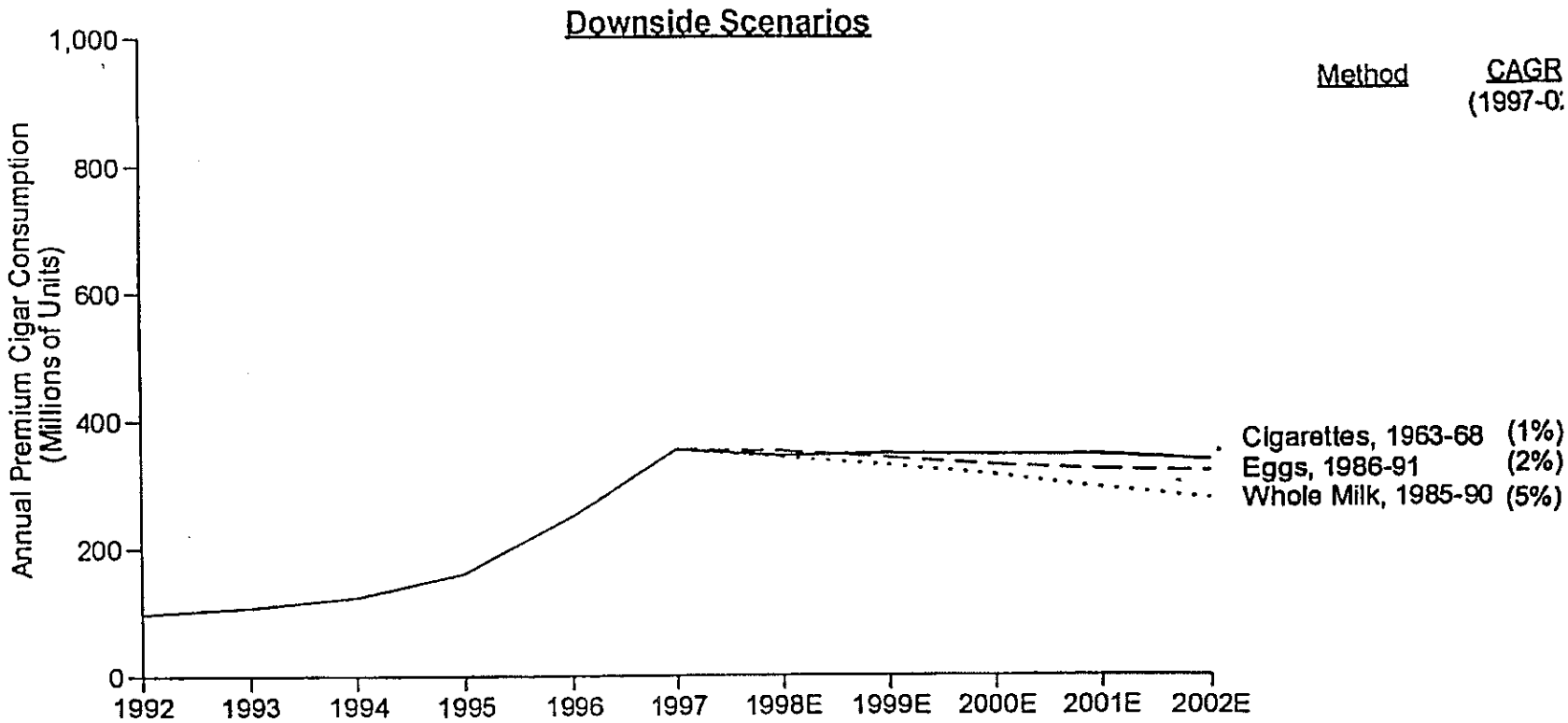
GC 008350

Forecast Annual Premium Cigar Demand (1992-2002E)

The growth could be negative if regulation and/or health warnings have a material effect.



Source: General Cigar Consumer Research; CAA; Bain Cigar Market Model

GC 008351
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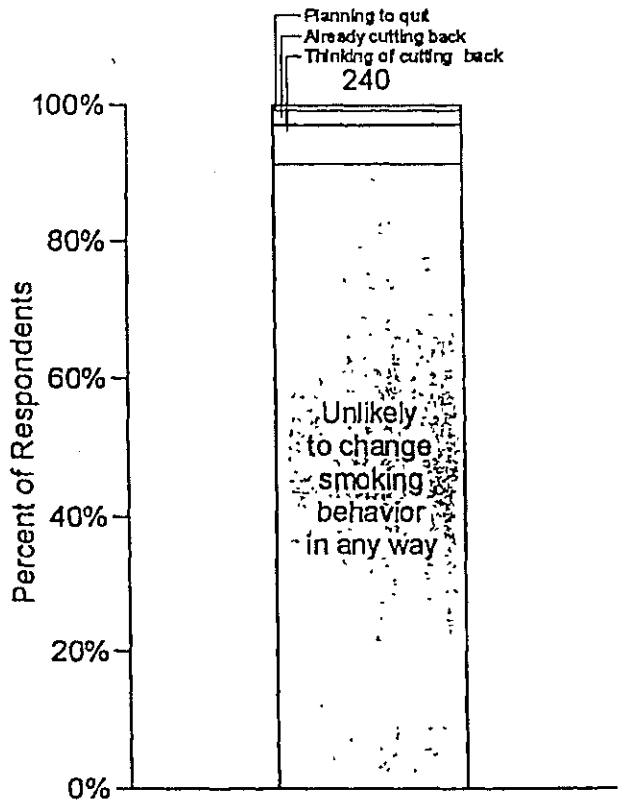
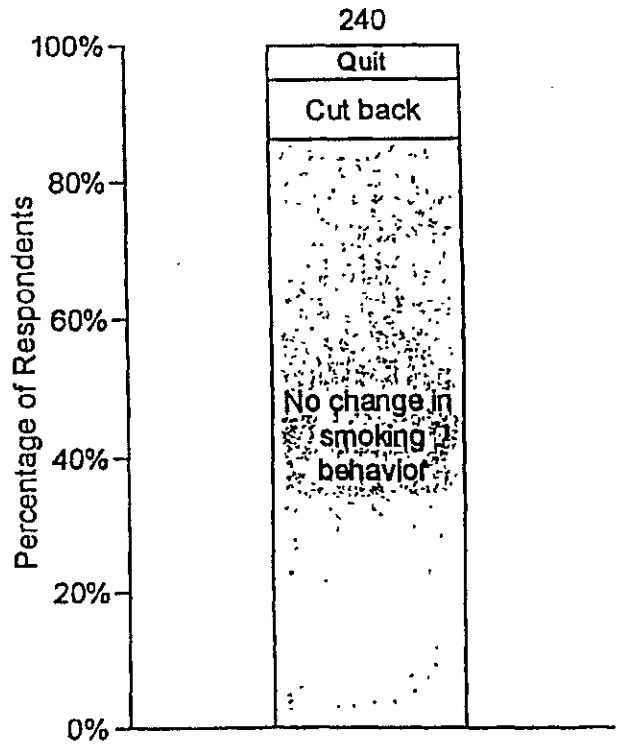
Cigar Publicity/Impact on Smoking

Q?: Which of the following describes how negative coverage has affected your thoughts about cigar smoking?



Q?: If your friends quit, what impact would it have on your smoking behavior?



Source: Bain Survey of Current Cigar Smokers 4/98 (N = 256)

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Premium Cigar Strategy

REDACTED

GC 008355

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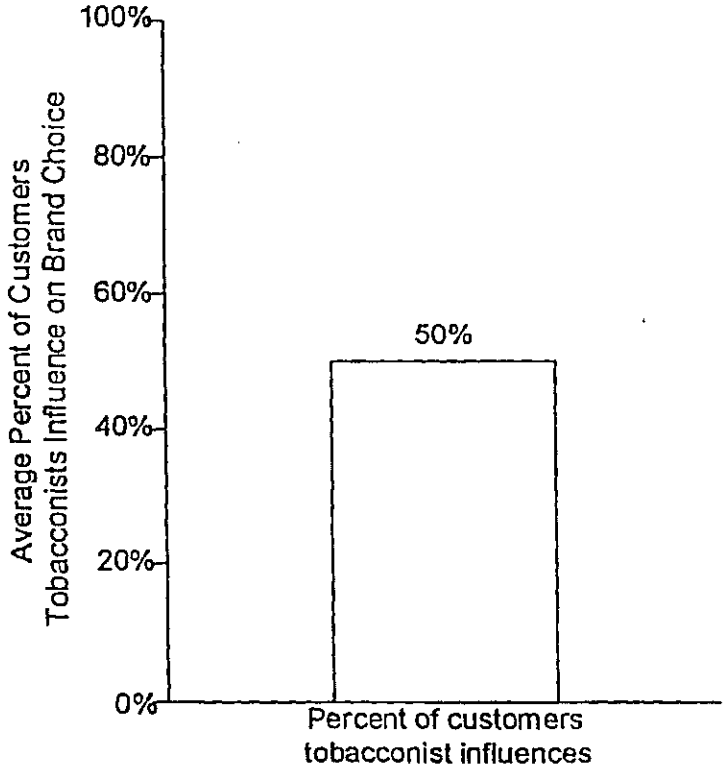
Under Protective Order

Tobacconist Impact on Consumer Brand Choice

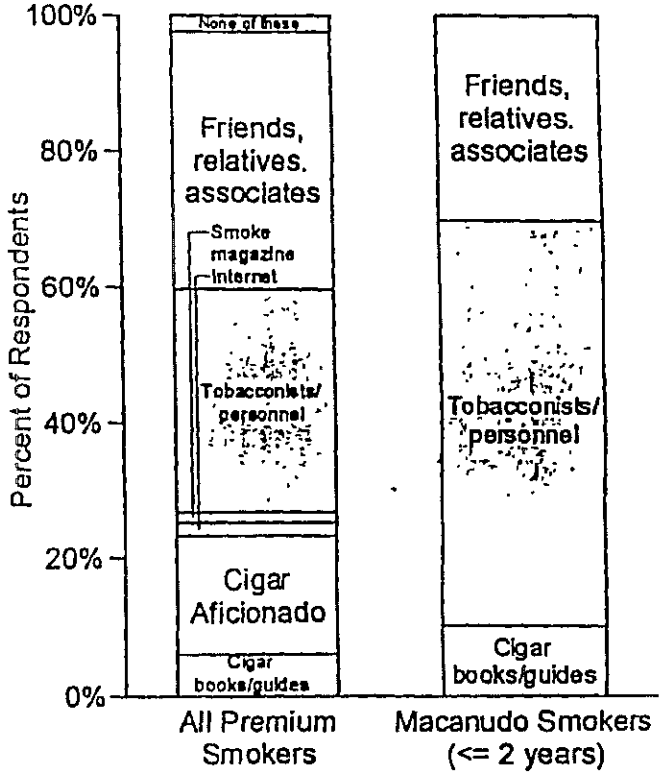
Tobacconists influence a large share of consumer premium cigar purchases at retail.

Tobacconists Survey



Consumer Survey

Q?: What is your primary source of information?



REDACTED

Source: Retailer Interviews, n=130; General Cigar Trade Interviews

GC 008354

Confidential: Under Protective Order

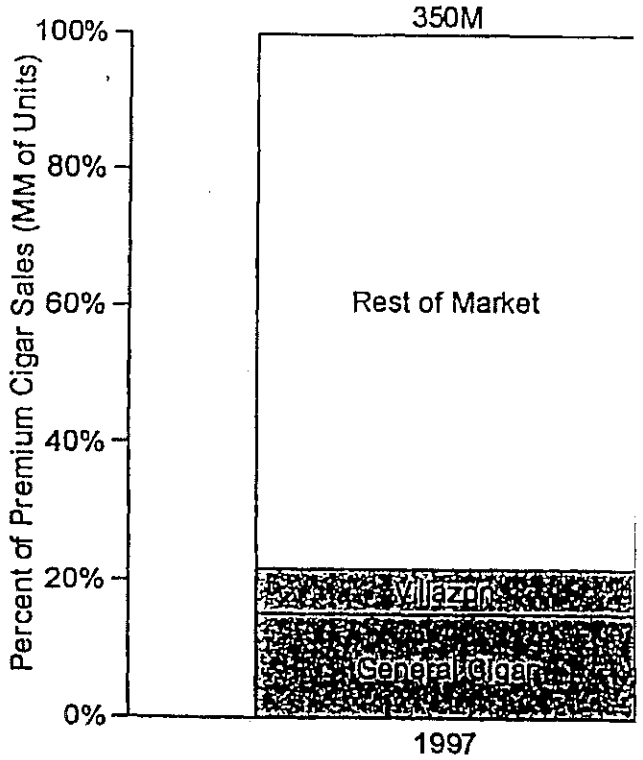
Developing a New Trade Program

REDACTED

GC 008355

Confidential:

General Cigar Potential Target Share (MPP Partners Program)



REDACTED

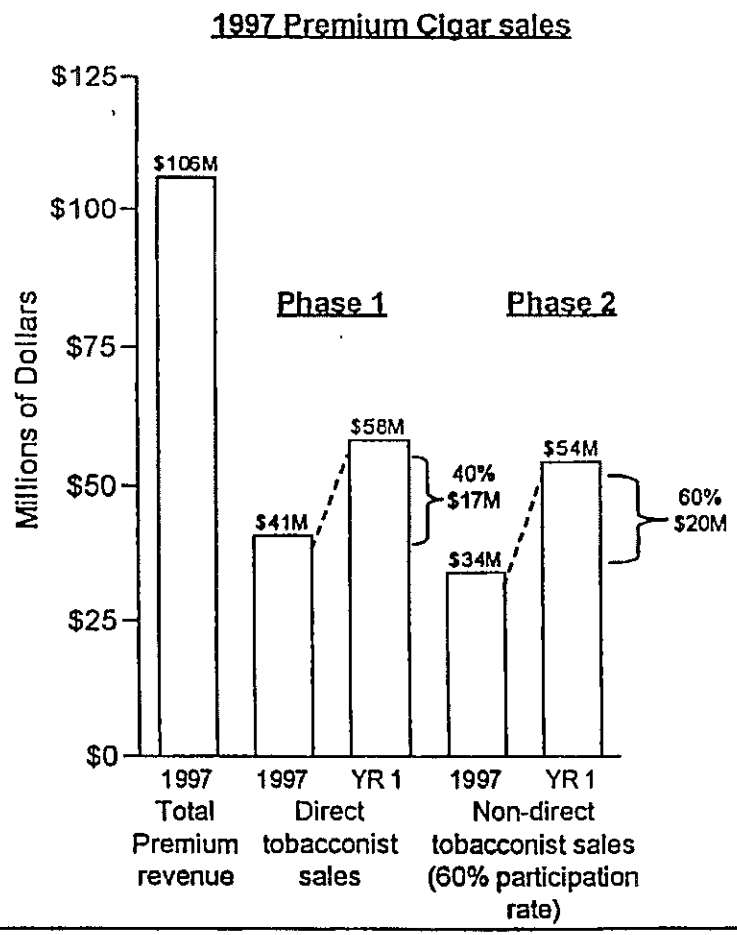
Total:
- General Cigar 53M
- Villazon 24M

Note: Assumes General Cigar share of Premium market constant without MTP program; Assumes program begins 1999; General Cigar totals do not include Villazon sales

GC 008356
Confidential: Under Protective Order

MPP Partners

Overall Program Economics (Year 1 impact)



REDACTED

Note: Includes tobacconist market growth, Dothan Database
Source: Bain Analysis

GC 008357
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Program Structure

REDACTED

Confidential:
Jnder Protective Order

GC 008358

MPP Partners

Tiered Program Descriptions

REDACTED

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GC 008359

MPP Partners

REDACTED

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Under Protective Order
GC 000000

Winning the Tobacconist (Summary)

REDACTED

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nder Protective Order

Premium Cigar Strategy

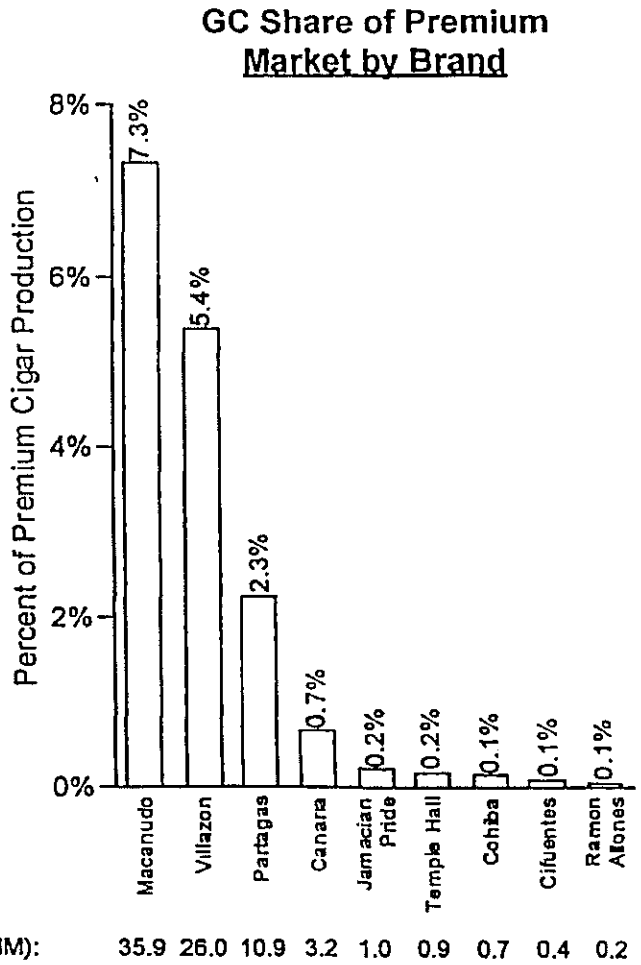
REDACTED

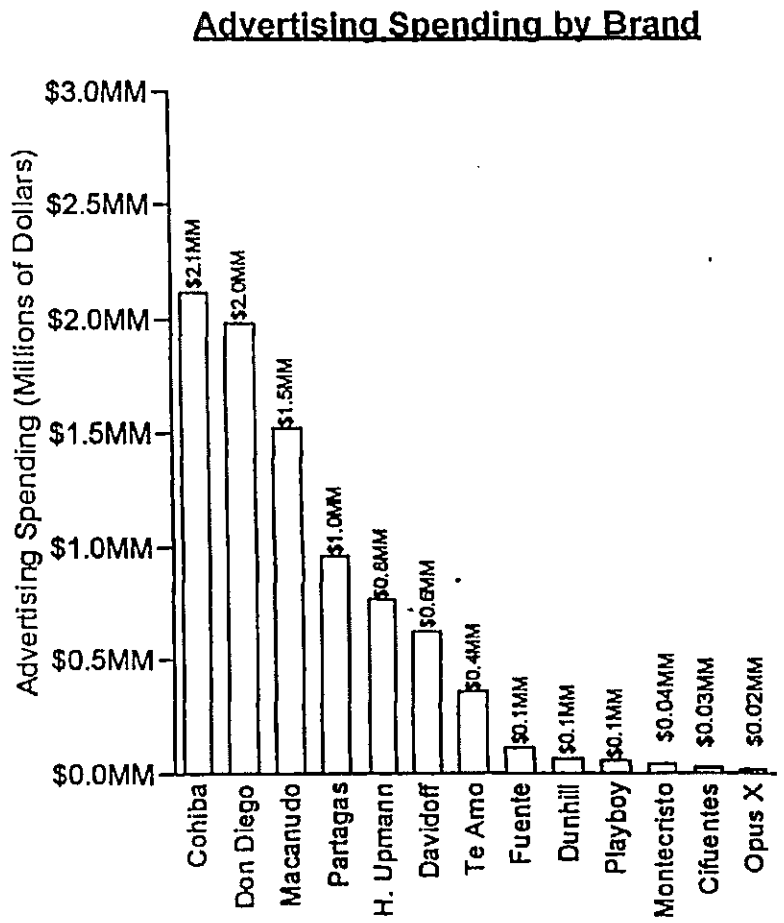
Confidential:
Under Protective Order

REDACTED

Confidential:
nder Protective Order
GC 008363

Premium Market Share vs. Ad Spending





BAIN & COMPANY

Note: Villazon share based on General Cigar estimates.
Source: General Cigar Sales Database; CAA; Analyst Reports; LNA 1996; 1998 General Cigar Business Review; General Cigar Market & Consumer Research, 1997; McCaffery Ratner Gottlieb & Lane

GC 008364
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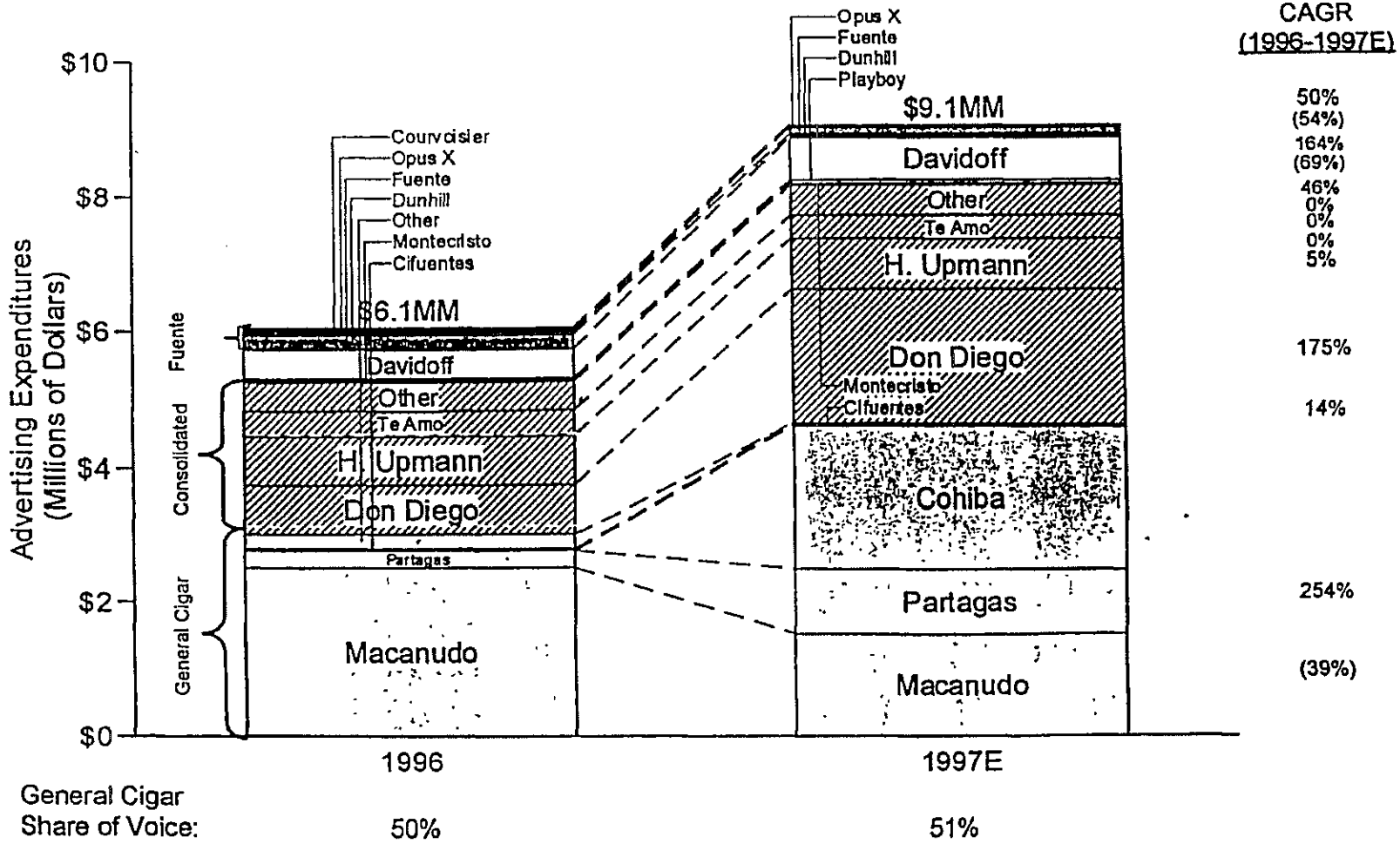
Winning The Consumer

Ad Spending by Top Competitors (Premium Cigars 1996-97)



BAIN & COMPANY

Note: 1997 estimates based on GC Business Review; Actual 1997 figures used for General Cigar
Source: LNA, 1998; General Cigar Cost Report; 1998 General Cigar Business Review; McCaffery Ratner Gottlieb & Lane; Bain Analysis

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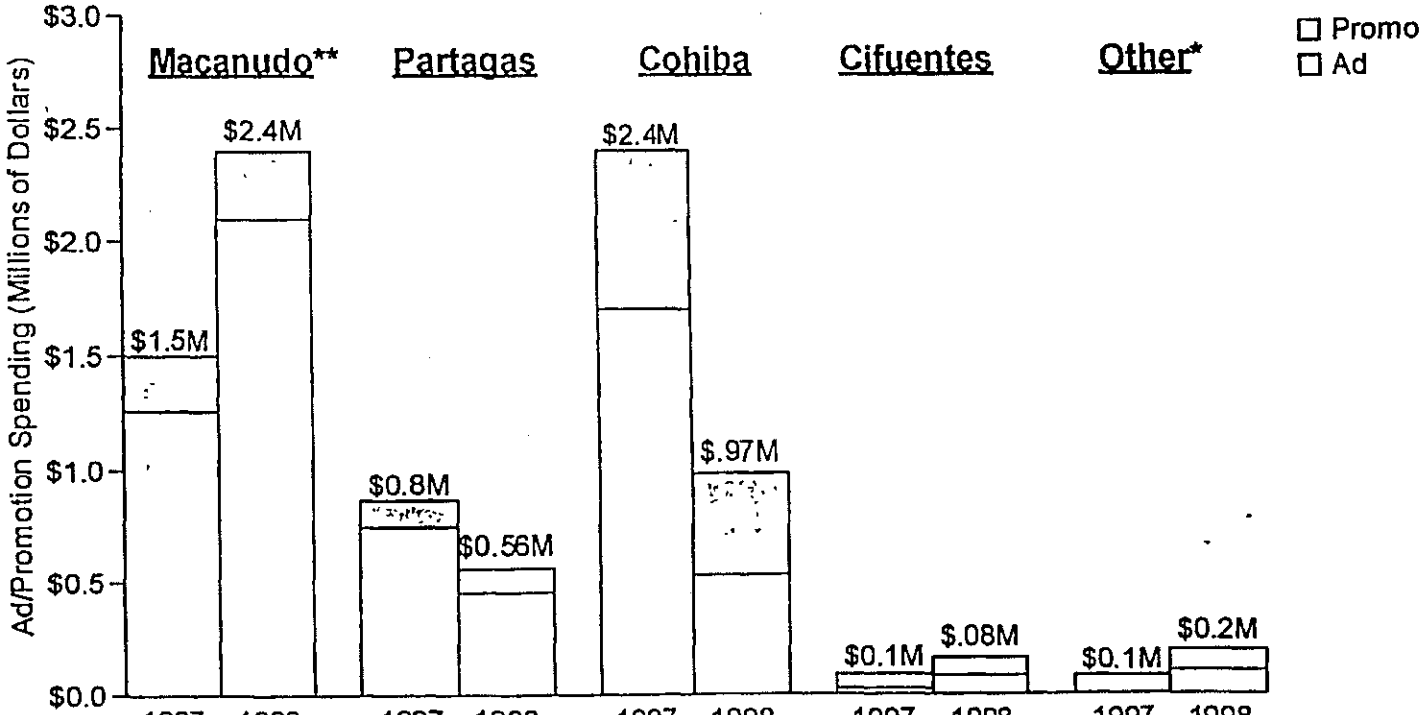
Marketing/Promotion Spend by Brand (1997-1998)



	Macanudo**		Partagas		Cohiba		Cifuentes		Other*	
	1997	1998	1997	1998	1997	1998	1997	1998	1997	1998
Percent of total ad/promo spend:	14%	14%	8%	5%	23%	7%	1%	1%	<1%	1%
$/cigar:	.059	.052	.075	.031	2.18	.176	.14	.044	.04	.05
Percent of sales:	2.9%	2.1%	3.1%	1.5%	37.5%	5.6%	4.6%	3.5%	1.5%	1.6%

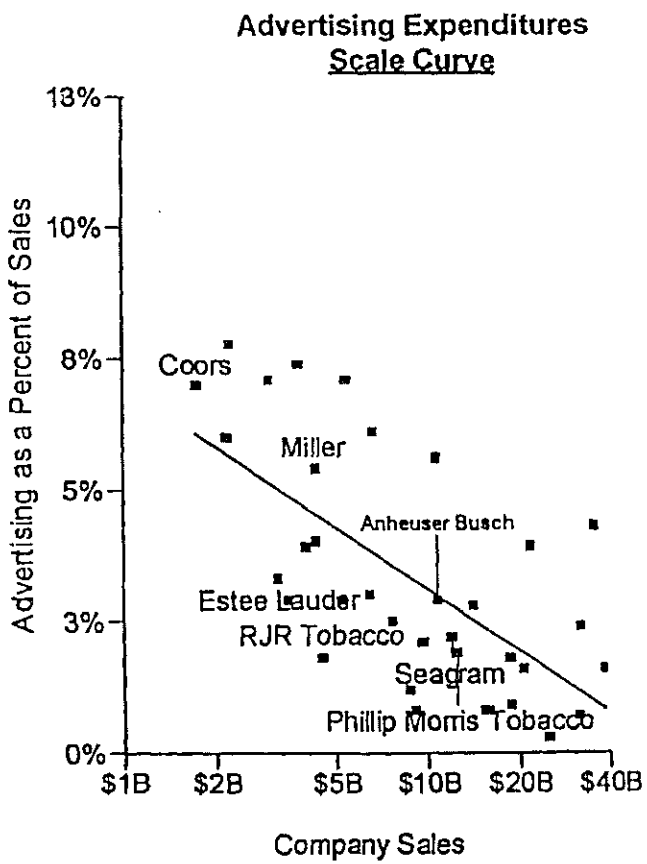
BAIN & COMPANY

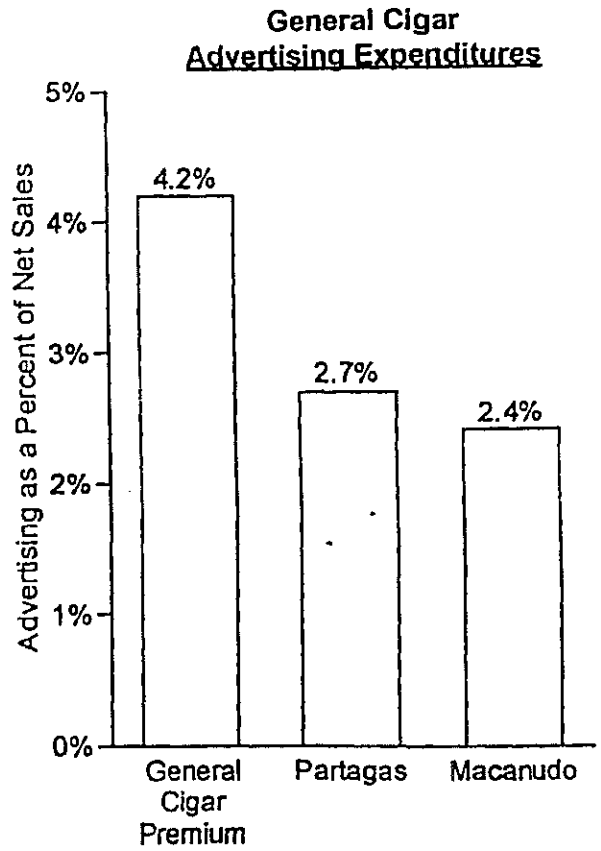
*Other: Temple Hall, Ramon Allones, Canaria D'oro
**Excludes Macanudo Miniatures
Source: General Cigar Marketing Expense Plan 1998

Under Protective Order

Relative Ad Spend Percent of Sales

Comparison to other consumer products companies suggests General's advertising may be low -- even versus direct comparables.



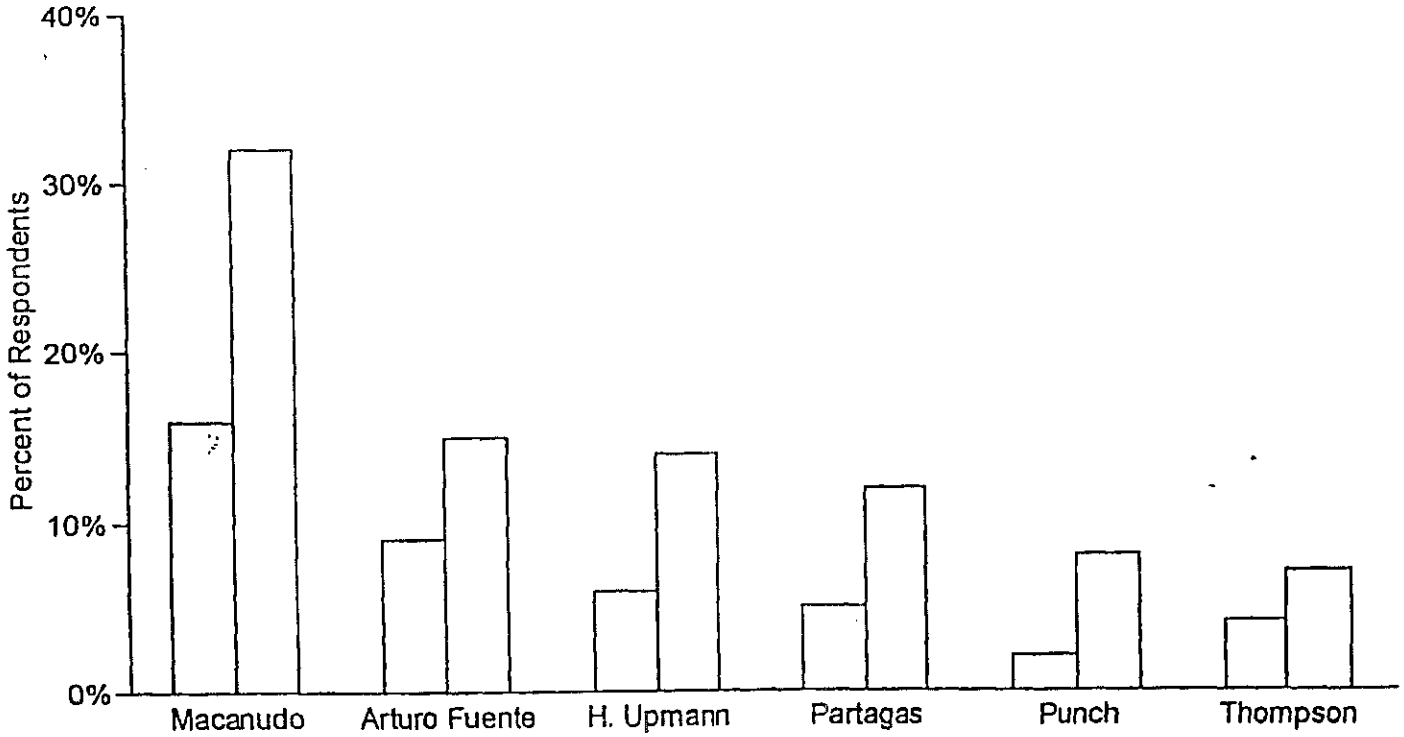


Note: Includes domestic & premium sales. Advertising includes measured media spending; excludes special promotions, direct mail, and co-op. RJR and Phillip Morris domestic tobacco only.
Source: Advertising Age 1997; Company Reports, Analyst Reports

GC 008367
Confidential: Under Protective Order

Premium Cigar Brand Awareness

Though Macanudo has the leading unaided brand awareness of current cigar smokers, it's still very low on an absolute level.

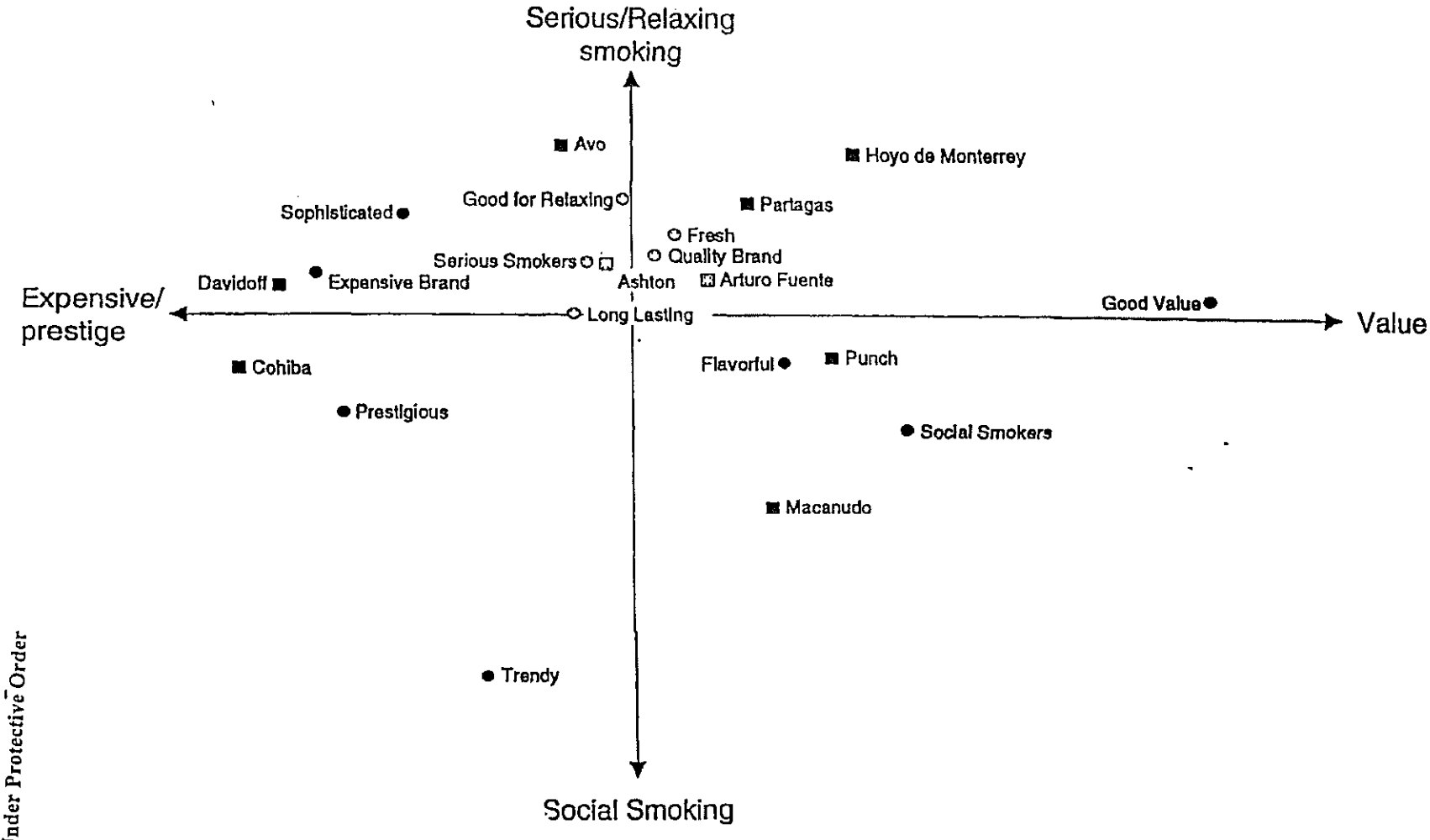


Source: General Cigar Consumer Research

GC 008368
Confidential:
Under Protective Order

Premium Cigar Consumer Perceptual Map

Consumer perceive Macanudo to be more of a trendy Cigar for social smokers; Partagas lacks a clear image amongst consumers; Punch is viewed as a flavorful social cigar; Hoyo de Monterrey is similar to Partagas though perceived as a better value.



GC 008369

Confidential: Under Protective Order

Brand Building Strategy
(Case Example: Robert Mondavi)

Robert Mondavi very successfully grew a megabrand (i.e. Woodbridge) without impairing their premium image.

Situation:
- Robert Mondavi Winery prior to 1974 was one of ~1000 boutique vineyards in the U.S.; Mondavi sold super/ultra premium wines ($14-$70 per bottle)
- In 1970's premium priced wine ($3+ per bottle) experienced dramatic growth of over 15% per annum

Action:
- In 1976 Mondavi introduced a premium priced wine subsequently branded Woodbridge
- Woodbridge was launched through a trade oriented strategy
  - –used same distributors as super/ultra premium wines who they have excellent relationships with; helped distributors sell Woodbridge into non-traditional outlets (e.g. food stores)
  - –investment in distributor, wine merchant and consumer education was key to equity building (Woodbridge wasn't advertised before 1995); Robert Mondavi (founder) is leading spokeman

Results:
- Woodbridge has grown to 65% of Mondavi's revenue (80% of volume)
- Mondavi who went public in 1993 is now one of the top (non-popular) vineyards in the U.S.
- The explosive growth of Woodbridge hasn't negatively impact pricing/volume of Mondavi's super/ultra premium wine
- In fact, the large new consumer base has afforded Mondavi the opportunity to trade consumers up to its higher priced wines

GC 00835/0
Confidential: nder Protective Order

Brand Building Strategy
(Action Implications)

REDACTED

Confidential:
inder Protective Order

GC 00831

Premium Cigar Strategy

REDACTED

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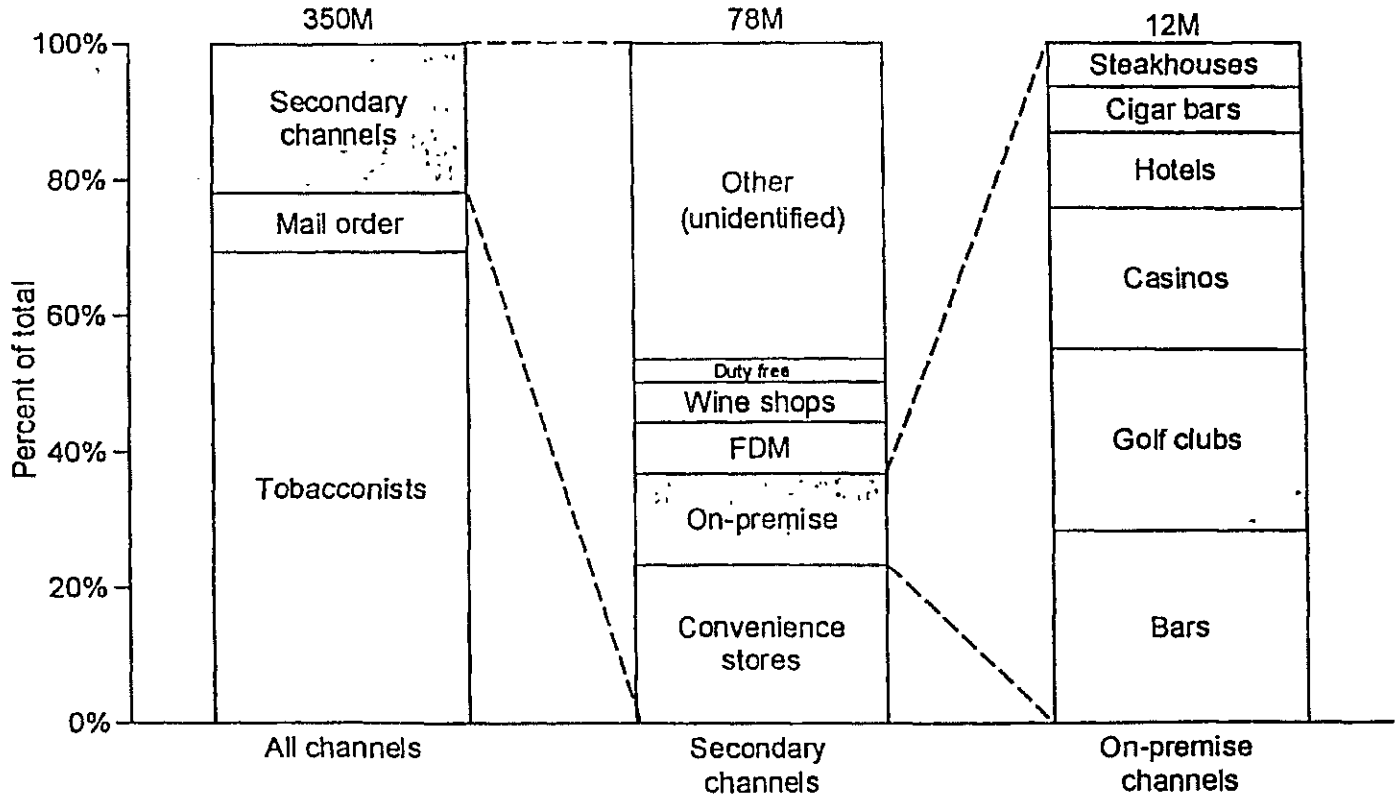
Under Protective Order

GC 008372

Premium Cigar Sales Map (1997)

Convenience stores and wine shops are the largest channels amongst secondary channels. On-premise represents approximately 3.4% of the total market.



Source: CAA; Tobacconist Surveys; Bain Interviews; Bain Cigar Retailer Survey 4/98; Literature Search; Bain Analysis

GC 008373
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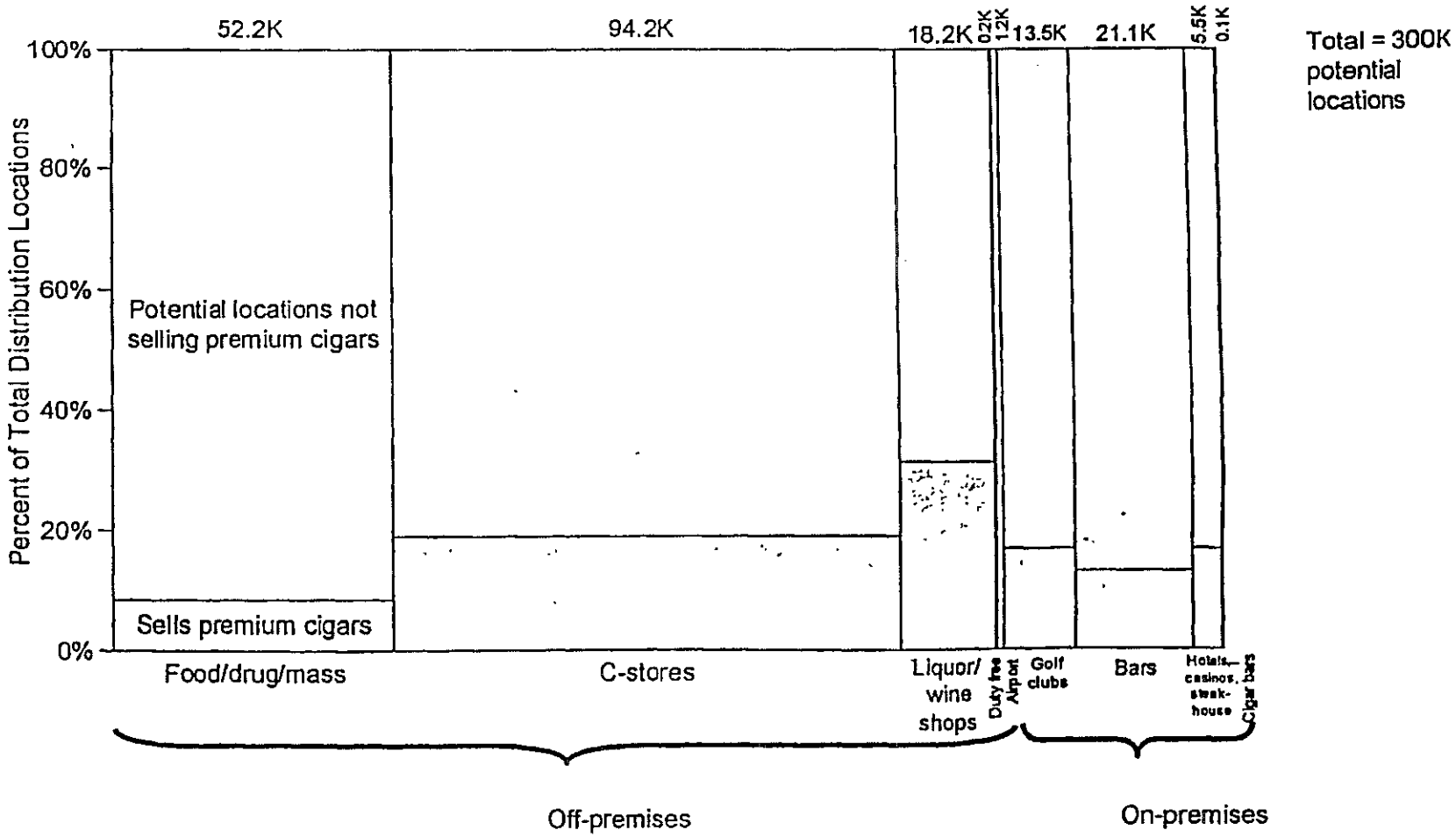
Premium Cigar Penetration of Secondary Channels (Percent of Potential Cigar Selling Locations*)



BAIN & COMPANY

BOS GC30424988RB 2

*Potential locations are outlets that are structurally able to carry cigars
Source: Bain Cigar Retailer Survey; General Cigar Salesforce; National Association of Convenience Stores;

GC 008374
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Full Potential Premium On-Premise Market Size

REDACTED

Source: Bain Full Potential Cigar Volume Model

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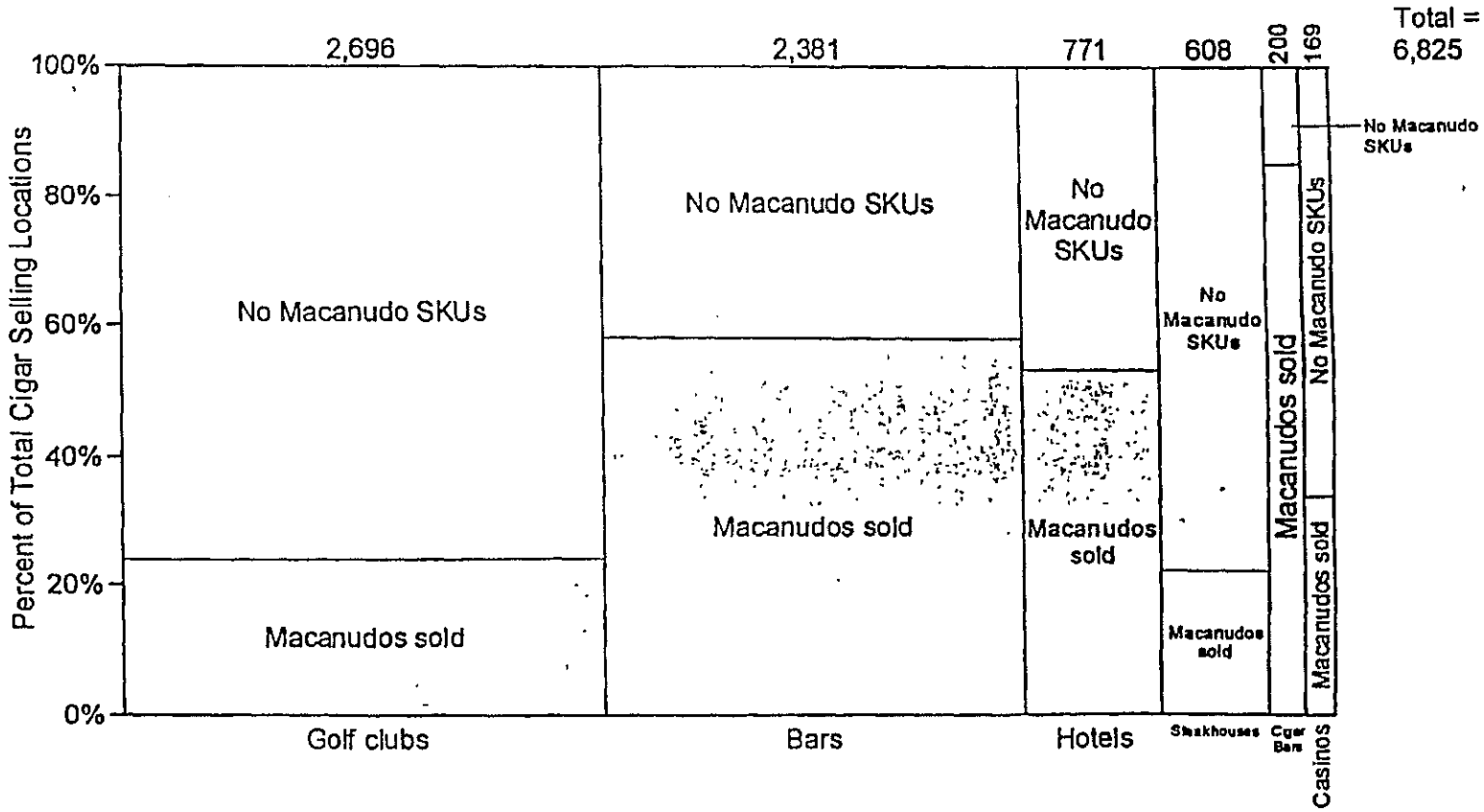
Under Protective Order

Macanudo Penetration of On-Premise Location Selling Cigars

There are over 4,000 on-premises cigar retail outlets that do not carry any Macanudo SKUs.



Penetration rate:	24%	58%	53%	22%	85%	34%

BAIN & COMPANY

Source: Bain Cigar Retailer Survey 4/98; Bain Analysis

BOS GC3041398GGC 3

GC 008376

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Under Protective Order

Broadening Distribution Summary

REDACTED

GC 008377

Confidential:
nder Protective Order

Key Strategic Issues

REDACTED

Confidential:
Under Protective Order

GC 008378

Introduction

Mass Market Summary
(Situation/Action Recommendations)

REDACTED

GC 008379

Confidential:
Under Protective Order

Mass Market Business Strategic Options

REDACTED

GC 008560

Confidential;
Under Protective Order

Domestic Cigar Business
(ROS vs. RMS 1996)

REDACTED

Source: Analyst Reports; Company Financials; Bain Analysis

GC 008381
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Under Protective Order

Mass Market Competitor Share by Channel (Measured - 1997)

REDACTED

Confidential:
nder Protective Order

GC 008382

Mass Market Brand Advertising Expense

REDACTED

Confidential:
Under Protective Order

GC 008383

Mass Market Cigar Brand Awareness

REDACTED

Source: General Cigar Consumer Research, 1997

Confidential:
Under Protective Order
GC 008384

Competitor Share Change vs. Regional RMS (Mass Market Cigars)

Competitors have been successfully growing market share in the markets where they are the strongest.

REDACTED

Source: IRI Database

GC 008385
Confidential: Under Protective Order

Mass Market Growth by Product Type (1996-97)

REDACTED

GC 008386

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nder Protective Order

Growing Garcia y Vega Summary

REDACTED

GC 008387

Confidential:
ader Protective Order

Natural Leaf Cigars by Channel

REDACTED

GC 008388

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Under Protective Order

Natural Leaf Growth By Channel

Mass and c-stores are the fastest growing natural leaf channels.

REDACTED

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nder Protective Order

1997 Domestic Brand Regional Share
(IRI Measured Channels)

REDACTED

Confidential:
under Protective Order

GC 008390

Estimated Garcia y Vega Full Potential

REDACTED

Confidential:
nder Protective Order

GC 008391

General Cigar Economic Scenarios (Revenue)

REDACTED

Confidential:
Under Protective Order

General Cigar Economic Scenarios

REDACTED

Confidential:
Under Protective Order

Market Value Drivers

REDACTED

Confidential:
nder Protective Order

GC 000394

Sustainable Growth Strategy Framework

REDACTED

Confidential:
nder Protective Order
GC 008395

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 58

BAKER & McKENZIE
ATTORNEYS AT LAW

815 CONNECTICUT AVENUE N W
WASHINGTON D C 20006-4078
TELEPHONE (202) 452-7000
FACSIMILE (202) 452-7074

EUROPE MIDDLE EAST: ALMATY, AMSTERDAM, BARCELONA, BERLIN, BRUSSELS, BUDAPEST, CAIRO, FRANKFURT, GENEVA, KIEV, LAUSANNE, LONDON, MADRID, MILAN, MOSCOW, PARIS, PRAGUE, RIYADH, ROME, ST PETERSBURG, STOCKHOLM, WARSAW, ZURICH

ASIA PACIFIC: BANGKOK, BEIJING, HANOI, HO CHI MINH CITY, HONG KONG, MANILA, MELBOURNE, SINGAPORE, SYDNEY, TAIPEI, TOKYO

NORTH AND SOUTH AMERICA: BOGOTA, BRASILIA, BUENOS AIRES, CARACAS, CHICAGO, DALLAS, JUAREZ, MEXICO CITY, MIAMI, MONTERREY, NEW YORK, PALO ALTO, RIO DE JANEIRO, SAN DIEGO, SAN FRANCISCO, SAO PAULO, SANTIAGO, TIJUANA, TORONTO, VALENCIA, WASHINGTON D C

January 29, 1997

VIA HAND DELIVERY

Karl Wm. Means, Esquire
Attorney
Intellectual Property Rights Branch
United States Customs Service
Franklin Court Building
1099 14th Street, N.W.
Washington, D.C. 20229

Karl Means
1/29/97

Dear Mr. Means:

On behalf of our client, General Cigar Co., Inc. ("General Cigar"), we hereby request a determination that "Caoba" cigars manufactured by Monte Cristi de Tabacos, Santo Domingo, Dominican Republic ("Monte Cristi") infringe General Cigar's registered and recorded "Cohiba" trademark. We believe the "Caoba" cigars are confusingly similar to the genuine "Cohiba" cigars and, as such, their importation into the United States must be prohibited. For your reference, we enclose a sample of the "Caoba" cigars and request that they be returned to the undersigned after you have completed your review

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BM 00264

The words "Caoba" and "Cohiba" are so strikingly similar in sound as to cause consumer confusion. In examining the similarity in sound of marks, the U.S. Customs Service ("Customs") has recently stated:

> In David Sherman Corporation v. Heublein, Inc., the court held that the term "SARNOFF" infringed the trademark "SMIRNOFF." It stated that "the words are identical in the first and final letters and differ only in the "a" as contrasted with the "mi". It also noted that the two terms are strikingly alike when spoken and the marks are used on identical products which are purchased and used by the same class of persons. Finally, in holding that the term "Bonamine" is likely to cause confusion and mistake among purchasers and to be associated with the registered trademark "Dramamine" the court in G.D. Searle & Co. noted that although these marks are readily distinguishable to the eye, their similarity in sound and the methods used for promotion and marketing of products bearing the marks could lead to confusion. Applying a phonetic test to evaluate the "degree of similarity in sound" between the two marks, the court noted that both contain the same number of syllables and have the same stress pattern with primary accent on the first syllable and secondary accent on the third syllable. It also stated that the last two syllables are identical, the initial sounds d' and b' are voiced plosives and the consonants m' and n' are nasal sounds. Finally, both the d' and b' and the m' and n' are acoustically similar.

HQ Ruling #459012 (May 21, 1995) (copy enclosed).

In the present case, the words "Caoba" and "Cohiba" share the same first letter "C" and last two letters "ba." The words both have three syllables Ca-o-ba and Co-hi-ba and have the same stress pattern, with the accent on the second syllable. In addition, the word "Caoba" and the mark "Cohiba" are used on the same products, cigars, and purchased by the same class of persons. For all these reasons, we respectfully request that Customs issue a determination finding that the word "Caoba" used on Monte Cristi cigars infringes General Cigar's registered and recorded "Cohiba" trademark.

If you have any questions or require additional information to approve this request, please contact the undersigned at 202/452-7030.

Respectfully submitted,

Teresa A. Gleason
Attorney for General Cigar Co., Inc.

Enclosure and Sample
cc: A. Ross Wollen
J. Webber
S. Greenberg

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Under Protective Order
BM 00266

HQ 459012 05-02-95 CATEGORY: Copyright

HQ 459012

TRA CO:R:IT:I 459012 VEA

CATEGORY: Trademark

Robert H. Dunlap
Legal Department
DuPont
Barley Mill Plaza 17-2212
Wilmington, Delaware 19898

RE · Suspected infringement of "LYCRA" trademarks owned by DuPont Incorporated

Dear Mr Dunlap:

This letter is in response to your request for a ruling pursuant to 19 cfr 177]","CUSTOMS CFR">19 C F.R 177 of the Customs Regulations on whether certain terms are "confusingly similar" to the "LYCRA" trademarks recorded with U S. Customs under ACS/IPR module No. 93-00436 (PTO Registration No. 673,321) and ACS/IPR module No. 93-00435 (PTO Registration No. 637,601).

FACTS:

Your letter dated September 14, 1995, on behalf of DuPont Incorporated, requests a ruling on whether the terms. "LAICRA", LICRA", "LIKRA", "LYKRA", "LYCRO" and "LYCRI" are "confusingly similar" to the "LYCRA" trademarks owned by DuPont and recorded with Customs Intellectual Property Rights Branch under the above-referenced recordation numbers DuPont believes that garments with labels bearing these terms are being imported into the United States in violation of the Customs and intellectual property rights laws and is requesting that Customs take appropriate action to prevent the illegal importation of goods determined to infringe its marks

ISSUE:

Whether the terms "LAICRA", "LICRA", "LIKRA", "LYKRA", "LYCRO" and "LYCRI" are "confusingly similar" to the "LYCRA" trademarks.

LAW AND ANALYSIS:

Under the Trademark laws a certificate of registration issued by the U S Patent and Trademark Office (PTO) shall be prima facie evidence of the validity of a registered mark. 15 U S C Section 1057 (b) Section 1526 (e) of the Customs laws, 19 U S C Section 1526(e), prohibits the importation of articles bearing a counterfeit mark Counterfeit trademarks are spurious marks that are identical with or "substantially indistinguishable" from the registered mark. 15 U.S.C Section 1127, 19 C.F R Section 133.23a(a). 15 U S C. Section 1124 of the Trademark laws deny entry to imported goods bearing trademarks which "copy or simulate" (confusingly similar) marks recorded with U.S Customs for import protection pursuant to Part 133 of the Customs Regulations, 19 cfr 133]","CUSTOMS CFR">19 C F.R. 133. Articles imported or attempted to be imported in violation of Section 1124 are subject to seizure pursuant to Section 1595a(c), 19 U S.C. Section 1595a(c).

The test for trademark infringement is whether the suspected mark is likely to cause confusion, or to cause mistake, or to deceive. See, 15 U S C Section 1124. Courts generally evaluate a variety of factors to determine whether "likelihood of confusion" exists including (1) the degree of similarity

between the marks; (2) proximity of the products; (3) the strength of the mark, (4) sophistication of the buyer; (5) the defendant's good faith in adopting the mark, and (6) actual confusion Polaroid Corp. v Polarad Electronics Corp., 287 F. 2d 492 (2d Cir.), cert. denied, 368 U.S 820 (1961)

For purposes of this decision, the analysis will focus primarily on the first three factors. In evaluating the "degree of similarity" between marks, courts normally look to whether they are similar in appearance and sound. See Communications Satellite Corporation v. Comcet, Inc., 429 F. 2d 1245 (4th Cir. 1970); American Cyanamid Co. v United States Rubber Co, 356 F. 2d 1008, 53 C.C.P.A. 994, 148 U.S.P.Q. 729 (1966); David Sherman Corp. V. Heublien, Inc., 340 F. 2d 377 (8th Cir. 1965) and G. D. Searle & Co. v. Chas Pfizer & Co., 265 F 2d 385 (7th Cir. 1959). Applying the courts' reasoning in these cases, we find the terms "LAICRA", "LICRA", "LIKRA" and "LYKRA" to be "substantially indistinguishable" (counterfeit) from the "LYCRA" marks We also find that the words "LYCRI" and "LYCRO" are "confusingly similar" to the recorded marks.

In Communications Satellite Corporation, the court held that the term "COMCET" infringed the trademark "COMSAT" It stated "{t}here can be no doubt about the resemblance of Comcet to Comsat. They sound almost identical and visual differences are slight. Whether the test be common law or statute, the likeness is so striking that it is apparent that Comcet-- though not requested to do so is using a colorable imitation of Comsat's name and mark." In American Cyanamid Co. v United States Rubber Co. the court upheld the Trademark Trial and Appeal Board's decision to refuse to register the word mark "CYGON" for an insecticide on the

grounds that it would likely be confused with the mark "PHYGON" already registered with the U.S. Patent and Trademark Office for a combination fungicide-insecticide The court noted that the similarity in sound and particularly the spelling was sufficient to create a likelihood of confusion and mistake, considering the close relationship of the goods in use.

In David Sherman Corporation v. Heublein, Inc., the court held that the term "SARNOFF" infringed the trademark "SMIRNOFF". It stated that "the words are identical in the first and final letters and differ only in the "a" as contrasted with the "mi" It also noted that the two terms are strikingly alike when spoken and the marks are used on identical products which are purchased and used by the same class of persons. Finally, in holding that the term "Bonamine" is likely to cause confusion and mistake among purchasers and to be associated with the registered trademark "Dramamine" the court in G.D. Searle & Co. noted that although these marks are readily distinguishable to the eye, their similarity in sound and the methods used for promotion and marketing of products bearing the marks could lead to confusion. Applying a phonetic test to evaluate the "degree of similarity in sound" between the two marks, the court noted that both contain the same number of syllables and have the same stress pattern with primary accent on the first syllable and secondary accent on the third syllable It also stated that the last two syllables are identical, the initial sounds d' and b' are voiced plosives and the consonants m' and n' are nasal sounds. Finally, both the d' and b' and the m' and n' are acoustically similar.

Like the marks at issue in the above-referenced cases, the terms "LAICRA", "LICRA", "LIKRA" and "LYKRA" are almost identical in visual appearance to the recorded marks and contain only slight variations in spelling. For example, the letter Y' in "LYCRA" is replaced by the letters AI' in "LAICRA" and I' in the terms "LICRA" and "LIKRA" The letter C' in "LYCRA" is replaced by the letter K' in "LYKRA". Also, like the "LYCRA" marks, the words "LAICRA", "LICRA", "LIKRA" and "LYKRA" all begin with the letter L' and end with the letter A'. Finally, the letter A' in "LYCRA" is replaced by the letters I' and O' in "LYCRI" and "LYCRO". These two terms are not as close in visual appearance to the recorded marks as the others at issue However, in our opinion, their appearance is close enough that the likelihood of confusion still exists

Applying the phonetic test relied on by the court in G D Searle & Company to evaluate the similarity in sound between the terms "LAICRA", "LICRA", "LIKRA" "LYKRA" and the "LYCRA" trademarks, we find that they sound exactly alike Each of these terms contains two syallables which like the "LYCRA" marks have the same stress pattern with primary accent on the first syllable (LAI', LI' and LY') and secondary accent on the second syllable (CRA' and KRA'). Also, "LYCRI" and "LYCRO" contain the same first syllable as the recorded marks, thus their pronunciation is the same Although the pronunciation of their second syllable is not identical to that of the "LYCRA" trademarks, we believe it is close enough to create confusion -

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BM 00268

Finally, your letter indicates that the terms at issue appear on labels on garments. The "LYCRA" trademarks are registered with the U.S. Patent and Trademark Office (PTO) for synthetic fibers and filaments and yarns and threads of synthetic fibers. Assuming that the imported goods are made of synthetic fibers, the class of goods for which the marks are registered, clearly a close nexus exists between these products. Also, the registration certificates issued by the PTO indicate that the "LYCRA" marks have been in use since 1958. Since lycra and its use with synthetic fibers have been identified with the DuPont Company for over thirty-five years, we believe that the striking visual and acoustic similarities between the terms at issue and the "LYCRA" marks would create a likelihood of confusion.

HOLDING:

We hold that the terms "LAICRA", "LICRA", "LIKRA" and "LYKRA" are "substantially indistinguishable" (counterfeit) and that the terms "LYCRI" and "LYCRO" are "confusingly similar" to the "LYCRA" trademarks recorded with Customs under ACS/IPR Module Nos. 93-00436 (PTO Registration No. 673,321) and 93-00435 (PTO Registration No. 637,601).

Therefore, pursuant to 19 C.F.R. Section 133.23a of the Customs Regulations and 19 U.S.C. Section 1526(e), shipments of garments with labels bearing the words "LAICRA", "LICRA", "LIKRA" and "LYKRA" should be seized unless the importer obtains the consent of the trademark owner. Also, shipments of goods bearing the terms "LYCRI" and "LYCRO" should be detained under 19 C.F.R. Section 133.22 to provide the importer with an opportunity to establish that any of the circumstances in 19 C.F.R. Section 133.21(c) are applicable. If the importer is unable to show that the circumstances in these provisions are applicable, the goods should be seized and forfeited pursuant to 19 U.S.C. Section 1595a(c).

John F Atwood, Chief
Intellectual Property Rights Branch

BAKER & McKENZIE
ATTORNEYS AT LAW

EUROPE MIDDLE EAST
ALMATY, AMSTERDAM, BARCELONA, BERLIN, BRUSSELS, BUDAPEST, CAIRO, FRANKFURT, GENEVA, KIEV, LAUSANNE, LONDON, MADRID, MILAN, MOSCOW, PARIS, PRAGUE, RIYADH, ROME, ST PETERSBURG, STOCKHOLM, WARSAW, ZURICH

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NORTH AND SOUTH AMERICA
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January 29, 1997

VIA FACSIMILE AND
FIRST CLASS MAIL

Ms Gloria Soldo
Fines, Penalties & Forfeitures Office
U S Customs Service
P O Box 52-2207
Miami, FL 33152-2207

Re: CN: 97 5206-00170 (Seizure of Counterfeit Montecristo and Cohiba Cigars)

Dear Ms Soldo

We represent Cuban Cigar Brands, N V and General Cigar Co , Inc , the trademark owners of Montecristo and Cohiba cigars, respectively We hereby authorize you to destroy the cigars seized by the U S Customs Service in Miami, Florida on October 28, 1996, covered under Case No 97 5206-00170 (For you reference, copies of the seizure notices are enclosed)

We appreciate your attention to this matter If you have any questions, please feel free to contact me at (202) 452-7030

Sincerely,

Teresa A Gleason

bcc Michael E Murphy, Esq
Gary L Leshko, Esq
Leora Herrmann, Esq
A Ross Wollen
John Webber, Esq
Scott Greenberg, Esq

Confidential
Under Protective Order
BM 00271

DEPARTMENT OF THE TREASURY
U.S. CUSTOMS SERVICE
MIAMI, FLORIDA

GRIMES & BATTERSBY
RECEIVED
ROUTE TO: CWG GJB LXH GWC DLS
NOV 21 1996
BRING FILE
FILE
DKTD BY:

NOV 13 1996

ENF-4-PD.A:FPF:GHS
CN: 97 5206-00170

Ms. Leora Herrmann
Grimes & Battersby
Attorneys at Law
P O Box 1311
Stamford, CN 06904-1311

Dear Ms. Herrmann.

This is to notify you that on October 28, 1996, the United States Customs Service seized at Miami, Florida, the merchandise described below because the articles bear counterfeit "Montecristo" trademark in violation of the provisions of title 19, United States Code, section 1526.

Cigars · Commingled

Country of origin · Guatemala

Mode of conveyance · Commercial Aircraft

Pursuant to title 19, Code of Federal Regulations, section 133.23(a), the owner of the trademark may provide written consent for importation of the articles, exportation, entry after obliteration of the trademark, or other disposition deemed appropriate. If you do not provide written consent to any such disposition within 30 days from the date of this letter, the articles will be forfeited and disposed of in accordance with the importer's right to petition for mitigation or remission from forfeiture

Please address any documents or comments regarding your position in this matter, identified by the above seizure case number, to the Fines, Penalties & Forfeitures Officer, at the address shown below.

If you have any questions, please contact Gloria Soldo of the Fines, Penalties & Forfeitures Office (305) 869-2885.

Sincerely,

Gloria H. Soldo

for Mark F. Edwards
Fines, Penalties & Forfeitures Officer

REPLY TO FINES, PENALTIES, AND FORFEITURE OFFICE, P O BOX 52-2207 MIAMI, FL 33152-2207

Fellows Recycling Program Printed on Recycled Paper

Equal Opportunity Employer
TOTAL P.02
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BM 00272

DEPARTMENT OF THE TREASURY

U.S. CUSTOMS SERVICE

MIAMI, FLORIDA NOV 13 1996

ENF-4-PD:A:FPF:GHS
CN: 97 5206-00170

Mr. Scott Greenberg
Morgan & Finnegan, L.L.P.
Attorneys at Law
345 Park Avenue
New York, NY 10154-0053

Dear Mr. Greenberg:

This is to notify you that on October 28, 1996, the United States Customs Service seized at Miami, Florida, the merchandise described below because the articles bear counterfeit "Cohiba" trademark in violation of the provisions of title 19, United States Code, section 1526.

Cigars : Commingled

Country of origin : Guatemala

Mode of conveyance: Commercial Aircraft

Pursuant to title 19, Code of Federal Regulations, section 133.23(a), the owner of the trademark may provide written consent for importation of the articles, exportation, entry after obliteration of the trademark, or other disposition deemed appropriate. If you do not provide written consent to any such disposition within 30 days from the date of this letter, the articles will be forfeited and disposed of in accordance with the importer's right to petition for mitigation or remission from forfeiture.

Please address any documents or comments regarding your position in this matter, identified by the above seizure case number, to the Fines, Penalties & Forfeitures Officer, at the address shown below.

If you have any questions, please contact Gloria Soldo of the Fines, Penalties & Forfeitures Office (305) 869-2885.

Sincerely,

Gloria H. Soldo

for Mark F. Edwards
Fines, Penalties & Forfeitures Officer

REPLY TO: FINES, PENALTIES, AND FORFEITURE OFFICE, P.O. BOX 03-2207, MIAMI, FL 33183-2207

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BM 00273

Equal Opportunity Employer

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 59

DEPARTMENT OF THE TREASURY

U.S. CUSTOMS SERVICE

Office of the Area Port Director
Fines, Penalties and Forfeitures Office
#1 La Puntilla Street, Room 208
Old San Juan, Puerto Rico 00901

Roberto Cruz

0 3 NOV 1997

ENF-4-FO:CM:PR:APD:FP RC
CN: 98-4913-00003301

CERTIFIED MAIL

Mr.Roberto Cimino
#14 Suchville Street
Guaynabo, Puerto Rico 00965

Dear Mr. Cimino:

This is to officially notify you that the United States Customs Service seized the merchandise described below at San Juan, Puerto Rico on October 24, 1997:

> 2 ctns. of cigars and 1 suitcase full with cigars bearing counterfeit "Cohiba" trademark, Customs recordation number 96-00150

The items were seized and are subject to forfeiture under the provisions of title 19, United States Code, section 1526(e), for violation of title 19, United States Code, section 1526(e) because the articles bear a counterfeit version of Cohiba trademark registered with the United States, and recorded with the U.S. Customs Service.

Unless we receive from the trademark owner(s), within 30 days from the date of this letter, written consent to the importation, exportation, entry after obliteration or other appropriate disposition of the articles or a petition for relief as described below, the merchandise will be forfeited and disposed of in accordance with title 19, Code of Federal Regulations, section 133.52.

Under the provisions of Title 19, United States Code, section 1618, and Part 171.12(b) of the Customs Regulations (19 CFR 171.12(b)), you may petition for relief from the above liability within 30 days from the date of mailing this letter. The petition need not be in any specific form, but it should include all the facts which you believe warrant relief from forfeiture. All petitions should be filed in duplicate addressed to the Area Port Director, Attn: Fines, Penalties and Forfeitures Office, at the address shown above.

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BM 00563

You may assent to an administrative forfeiture of the property by signing and returning the Enclosed Notice of Abandonment and Assent to Forfeiture (Customs Form 4607), in which case this office will dispose of the property without further action.

The enclosed Notice of Seizure and Information for Claimants explains your options with regard to the remission of the forfeiture and possible return to you of the seized property. If you decide to petition for relief, you must check the first box on the enclosed Election of Proceeding/Waiver form indicating that you wish this office to consider your petition administratively. Checking the second box indicates that you desire Customs to begin appropriate forfeiture proceedings. No matter which box you check, you must also sign and return the form.

If no action is taken towards the remission of this merchandise within the next 30 day , a notice of seizure and intention to forfeit will be initiated on or about December by publishing in The San Juan Star and "El Nuevo Dia" newspapers for three consecutive weeks.

Should you require any additional information concerning this matter, please do not hesitate to contact the Fines, Penalties and Forfeitures Office at (787) 729-6915 or 729-6966.

Sincerely yours,

Norma Ayuso

Norma Ayuso
Fines, Penalties and
Forfeitures Officer

Enclosures: Notice of Seizure and Information for Claimants
Customs Form 4607 - Notice of Abandonment

cc: P.R. International

CHRONOLOGICAL SUMMARY
OF
COUNTERFEIT AND INFRINGING
MONTECRISTO AND COHIBA CIGARS

Updated December 15, 1997

TOTAL CIGARS SEIZED BY CUSTOMS

	Montecristo	Cohiba	Total
Number Seized (Approximately)	24,535 Cigars 980 Boxes	22,263 Cigars 890 Boxes	46,798 Cigars 1,870 Boxes

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(1)\	Early 96	Montecristo, Cohiba and Caoba
	Port	Boston and Seattle
	Importer	Rocco Zagarella (Boston)/Los Indios (Seattle)
	Exporter	Monte Cristi
	Origin	Dominican Republic
	Quantity:	Unknown
	Customs Action·	Caoba & Cohiba do not infringe Montecristo
	Disposition·	Caoba & Cohiba imported
(2)\	05/30/96	Montecristo
	Port.	Cleveland
	Importer	Caribtrade
	Exporter	Monte Cristi
	Origin·	Dominican Republic
	Quantity	3002 Montecristo cigars/$13,509
	Custom Action	Customs seized on suspicion of being Cuban
	Disposition:	Destroyed
(3)\	10/96	Montecristo (Mexican)
	Port	Miami
	Importer.	Probably Danny Pollack aka Cigarking com per A Stickney (Customs)
	Exporter	Tabacos Labrados
	Origin	Mexican
	Quantity	Unknown
	Customs Action	Detained
	Disposition:	Customs permitted exportation (first time offense), but will seize next time

x=case resolved

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BM 00566

(4)[x] 11/96 Cojimar

Port	Miami
Importer:	Unknown
Exporter	Monte Cristi
Origin:	Dominican Republic
Quantity	5,900 Cojimar cigars/$6,000
Customs Action	Detained
Disposition	Customs permitted exportation (first time offense), but will seize next time

(5)[x] 11/13/96 Montecristo and Cohiba: Case No. 97-5206-00170

Port	Miami
Importer	La Cubana Cigar Co /Ray Mallel (Los Angeles, CA)
Exporter	Monte Cristi
Origin	Guatemala (Dominican Republic)
Quantity	77 total boxes (approx 50% Montecristo, 50% Cohiba)
Customs Action	Customs seized as counterfeits
Disposition	Trademark owners requested destruction
Customs Contact	Gloria Soldo

(6)[x] 12/12/96 Montecristo and Cohiba: Case Nos. 1997-4909-00024 and 1997-4913-00104/01

Port	San Juan
Importer	Gold Ounces, Inc. d/b/a Art & Moore (Broker Rodriguez)
Exporter	Monte Cristi
Origin.	Dominican Republic
Quantity:	3600 Montecristo cigars/1250 Cohiba cigars
Customs Action:	Customs seized as counterfeits
Disposition	Trademark owners permitted import without bands and boxes
Custom Contact:	Rebeca de Jesus

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(7)[x] **12/18/96** **Montecristo and Cohiba: Case No. 97-5271-00024**

Port	Miami
Importer	Juan Modredo
Exporter	Unknown
Origin:	Dominican Republic
Quantity·	250 Montecristo cigars/1,000 Cohiba cigars
Customs Action.	Customs seized as counterfeits
Disposition:	No response from importer; Customs will destroy
Customs Contact	Lillian Rodriguez

(8)[x] **12/18/96** **Montecristo and Cohiba: Case No. 97-5271-00034**

Port·	Miami
Importer	Stamatis P Livanos (Brooklyn, NY) (Cafe Cohiba, Mr Zak, Attorney)
Exporter	Monte Cristi
Origin:	Dominican Republic
Quantity·	40 boxes of Montecristo/40 boxes of Cohiba
Customs Action	Customs seized as counterfeits
Disposition	Trademark owners permitted exportation
Customs Contact	Lillian Rodriguez

(9)[x] **01/07/97** **Cohiba: Case No. 97-5271-00028**

Port·	Miami
Importer:	Unknown
Exporter·	Unknown
Origin:	Dominican Republic
Quantity.	450 Cohiba cigars
Customs Action·	Customs seized as counterfeits
Disposition·	No response from importer, Customs will destroy
Customs Contact	Gloria Soldo

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BM 00568

(10)* 01/08/97 **Montecristo and Cohiba: Case No. 97-5206-00515**

Port	Miami
Importer	Unknown
Exporter	Unknown
Origin	Dominican Republic
Quantity:	100 Montecristo cigars/1,425 Cohiba cigars
Customs Action	Customs seized as counterfeits
Disposition	No response from importer. Customs will destroy
Customs Contact:	Gloria Soldo

(11) 01/08/97 Montecristo: Case No. 97-5270-00065

Port	Miami
Importer	Unknown
Exporter	Unknown
Origin	Dominican Republic
Quantity:	38 boxes of Montecristo
Customs Action	Customs seized as counterfeits
Disposition	Importer filed a petition on 03/05/97
Customs Contact	Molly Malanaphy

(12)* 01/08/97 Montecristo: Case No. 97-5270-00072

Port	Miami
Importer.	Unknown
Exporter:	Unknown
Origin.	Dominican Republic
Quantity.	225 Montecristo cigars
Customs Action:	Customs seized as counterfeits
Disposition:	No response from importer; Customs will destroy
Customs Contact:	Molly Malanaphy

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BM 00569

(13) 01/15/97 Montecristo: Case No. 97-5271-00048

Port	Miami
Importer	Unknown
Exporter	Unknown
Origin·	Dominican Republic
Quantity	1,625 Montecristo cigars
Customs Action	Customs seized as counterfeits
Disposition	Importer filed petition on 02/26/97
Customs Contact	Molly Malanaphy

(14)* 01/15/97 Cohiba: Case No. 97-5271-00031

Port	Miami
Importer	Unknown
Exporter	Unknown
Origin.	Dominican Republic
Quantity	1,125 Cohiba cigars
Customs Action	Customs seized as counterfeits
Disposition.	No response from importer; Customs will destroy
Customs Contact	Molly Malanaphy

(15) 02/13/97 Montecristo: Case No. 97-5271-00055

Port·	Miami
Importer	Unknown
Exporter	Unknown
Origin	Dominican Republic
Quantity:	795 Montecristo cigars
Customs Action.	Customs seized as counterfeits
Disposition:	
Customs Contact	Lillian Rodriguez

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(16)[x] 02/13/97 Cohiba: Case No. 97-5206-00491

Port:	Miami
Importer:	Danny Gordon, MG Supply, Inc
Exporter	Monte Cristi
Origin:	Dominican Republic
Quantity:	2600 Cohiba cigars
Customs Action	Customs seized as counterfeits
Disposition	Trademark owner permitted import without bands and boxes
Customs Contact:	Sharon Alderman

(17)[x] 02/13/97 Cohiba: Case No. 97-5271-00030

Port	Miami
Importer	Al Larocca, Star Distributors, Memphis, TN
Exporter	Monte Cristi
Origin:	Dominican Republic
Quantity.	1714 Cohiba cigars
Customs Action	Customs seized as counterfeits
Disposition	Customs will destroy
Customs Contact	Sharon Alderman

(18)[x] 02/21/97 Montecristo and Cohiba: Case No. 1997-3501-0018601

Port:	Minneapolis
Importer	Farshad Khamenei, BBC International
Exporter.	Monte Cristi
Origin:	Dominican Republic
Quantity	47 boxes of Montecristos (approx 1175 cigars), 78 boxes of Cohibas (approx 1950 cigars)
Customs Action:	Customs seized as counterfeits
Disposition:	Trademark owners permitted import without bands and boxes
Customs Contact:	Mary L Foss

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(19)* 02/21/97 **Montecristo and Cohiba: Case No. 97-0417-00196**

Port	Boston
Importer:	Bluestone Management Corp
Exporter	Monte Cristi
Origin	Dominican Republic
Quantity:	1776 cigars (approx 50% Montecristo, 50% Cohiba)
Customs Action	Customs seized as counterfeits
Disposition	Trademark owners permitted import without bands and boxes
Customs Contact	James Dignan

(20) 03/06/97 **Montecristo and Cohiba: Case No. 1997-5270-00101**

Port	Miami
Importer:	Unknown
Exporter	Unknown
Origin	Dominican Republic
Quantity	250 Montecristo cigars/250 Cohiba cigars
Customs Action	Customs seized as counterfeits
Disposition	
Customs Contact	Sharon Alderman

(21)* 03/06/97 **Montecristo and Cohiba: Case No. 1997-5270-00118**

Port	Miami
Importer	Fernando Mendoza (Hispaniola Imports & Corp), Corona, NY
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	67 boxes (assumed 50% Montecristo, 50% Cohiba)
Customs Action	Customs seized as counterfeits
Disposition:	Trademark owners permitted import without bands and boxes
Customs Contact:	Sharon Alderman

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(22) 03/07/97 Montecristo and Cohiba: Case No. 97-5270-00117

Port.	Miami
Importer:	Unknown
Exporter:	Unknown
Origin	Dominican Republic
Quantity	160 Montecristo cigars/160 Cohiba cigars
Customs Action	Customs seized as counterfeits
Disposition	
Customs Contact	Gloria Soldo

(23) 03/10/97 Montecristo and Cohiba: Case No. 97-5270-00115

Port	Miami
Importer	Unknown
Exporter	Unknown
Origin	Turks and Caicos Islands
Quantity.	57 Montecristo cigars/56 Cohiba cigars
Customs Action	Customs seized as counterfeits
Disposition:	
Customs Contact	Lillian Rodriguez

(24) 03/17/97 Montecristo and Cohiba: Case No. 97-5270-00116

Port	Miami
Importer	Unknown
Exporter	Unknown
Origin	Dominican Republic
Quantity·	1 box of Montecristo/2 boxes of Cohiba
Customs Action·	Customs seized as counterfeits (indicated "Cuban Cigars")
Disposition:	
Customs Contact.	Molly Malanaphy

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BM 00573

(25)[x] 04/97 Montecristo: Case No. 97-4701-03277

Port.	JFK Airport
Importer	Luis Espinosa
Exporter	Monte Cristi
Origin	Dominican Republic
Quantity.	62 boxes of Montecristo
Customs Action	Customs seized as counterfeits
Disposition.	Destroyed
Customs Contact	Geraldine Malvone-Carire

(26)[x] 04/24/97 Cohiba: Case No. 1997-1704-00242

Port	Atlanta
Importer	Universal Beverage Brokers, Inc
Retailer	Sherlock's
Exporter	Monte Cristi
Origin	Dominican Republic
Quantity·	831 Cohiba cigars
Customs Action	Customs seized as counterfeits
Disposition	Trademark owner permitted exportation of Universal's and Sherlock's
Customs Contact	Mary Bensel

(27) 04/25/97 Montecristo and Cohiba: Case No. 97-5206-01356

Port	Miami
Importer·	Unknown
Exporter·	Unknown
Origin·	Dominican Republic
Quantity:	1,896 Montecristo cigars/1,896 Cohiba cigars
Customs Action:	Customs seized as counterfeits
Disposition:	
Customs Contact.	Molly Malanaphy

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(28) 03/14/97 Montecristo and Cohiba: Case No. 97-5206-01693
Rec'd 05/20/97

Port:	Miami
Importer.	Unknown
Exporter'	Unknown
Origin	Dominican Republic
Quantity	475 Montecristo cigars/500 Cohiba cigars
Customs Action	Customs seized as counterfeits
Disposition	
Customs Contact	Sharon Alderman

(29) 05/21/97 Montecristo and Cohiba: Case No. 1997-1801-00231

Port	Tampa
Importer	Gerardino International Inc
Exporter.	Unknown
Origin	Dominican Republic
Quantity	25 boxes of Montecristo and Cohiba cigars
Customs Action	Customs seized as infringing
Disposition	
Customs Contact	Mary Ann Cranford

(30) 05/24/97 Cohiba: Case No. 97-5270-00201

Port	Miami
Importer.	Unknown
Exporter	Unknown
Origin'	Dominican Republic
Quantity:	150 Cohiba cigars
Customs Action:	Customs seized as counterfeit
Disposition:	
Customs Contact:	Gloria Soldo

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BM 00575

(31) 06/20/97 **Cohiba: Case No. 97-5206-02088**

Port	Miami
Importer·	Unknown
Exporter.	Unknown
Origin·	Colombia
Quantity	250 Cohiba cigars
Customs Action.	Customs seized as counterfeit
Disposition.	
Customs Contact	Lillian Rodriguez

(32) 06/20/97 **Montecristo and Cohiba: Case No. 97-5271-00027**

Port	Miami
Importer	Unknown
Exporter	Unknown
Origin	Dominican Republic
Quantity.	172 Montecristo and Cohiba cigars
Customs Action	Customs seized as counterfeit
Disposition	
Customs Contact.	Lillian Rodriguez

(33) 06/25/97 (Detain) **Montecristo: Case No. 1997-5401-01105**
08/19/97 (Seizure)

Port:	Dulles
Importer·	The Cigar Club (McLean, VA)
Exporter:	Monte Cristi
Origin·	Dominican Republic
Quantity:	2175 Montecristo cigars
Customs Action	Customs detained seized as counterfeit
Disposition:	Trademark owner waiting for agreement from importer
Customs Contact:	Joseph Sims
	Crystal Taylor
	Julie E. Bedenbaugh (FP&F)

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(34) 07/16/97 Montecristo: Case No. 97-5272-00117

Port	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity.	1,000 Montecristo cigars
Customs Action:	Customs seized as counterfeit
Disposition:	
Customs Contact:	Gloria Soldo

(35) 03/27/97 Montecristo and Cohiba: Case No. 97-5206-01355
Rec'd 07/17/97

Port	Miami
Importer:	Unknown
Exporter	Unknown
Origin:	Dominican Republic
Quantity	1050 Montecristo cigars/1050 Cohiba cigars
Customs Action	Customs seized as counterfeit
Disposition	
Customs Contact	Gloria Soldo

(36) 07/21/97 Cohiba: Case No. 97-5206-02182

Port:	Miami
Importer:	Unknown
Exporter.	Unknown
Origin:	Dominican Republic
Quantity.	106 Cohiba cigars
Customs Action	Customs seized as counterfeit
Disposition:	
Customs Contact:	Molly Malanaphy

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BM 00577

(37) 07/26/97 Cohiba: Case No. 97-5206-02751
Rec'd 09/02/97

Port.	Miami
Importer·	Unknown
Exporter	Unknown
Origin	Dominican Republic
Quantity:	10 boxes of Cohiba
Customs Action·	Customs seized as counterfeit
Disposition	
Customs Contact·	Gloria Soldo

(38) 09/26/97 Cohiba: Case No. 97-5206-003495

Port.	Miami
Importer·	Unknown
Exporter	Unknown
Origin:	Dominican Republic
Quantity·	725 Cohiba cigars
Customs Action	Customs seized as counterfeit
Disposition	
Customs Contact.	Lillian G Rodriguez

(39) 10/16/97 Montecristo: Case No. 97-5270-000298

Port:	Miami
Importer	Unknown
Exporter	Unknown
Origin:	Dominican Republic
Quantity:	25 Montecristo Cigars
Customs Action:	Customs seized as counterfeit
Disposition:	
Customs Contact·	Sharon Alderman

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(40)	11/12/97	**Montecristo: Case No.**
	Port:	Miami
	Importer	Unknown
	Exporter:	Unknown
	Origin	Unknown
	Quantity.	3 boxes of Montecristo Cigars
	Customs Action	Customs seized as counterfeit
	Disposition	
	Customs Contact	
(41)	10/16/97	Montecristo: Case No. 98-5206-000072
	Port	Miami
	Importer	Unknown
	Exporter	Unknown
	Origin	Dominican Republic
	Quantity:	75 Montecristo Cigars
	Customs Action.	Customs seized as counterfeit
	Disposition	
	Customs Contact	Lillian Rodriguez
(42)	10/24/97	**Cohiba: Case No. 98-4913-00003301**
	Port	San Juan
	Importer	Robert Cimino
	Exporter:	--
	Origin	Dominican Republic
	Quantity:	2 Cartons (approx 50 packets of 10) and One Suitcase (approx. 15 boxes)
	Customs Action	Customs seized as counterfeit
	Disposition	
	Customs Contact	Lillian Rodriguez

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BM 00579

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 60
BM000226-228

BAKER & McKENZIE
ATTORNEYS AT LAW

EUROPE
MIDDLE EAST

ASIA
PACIFIC

NORTH AND
SOUTH AMERICA

815 CONNECTICUT AVENUE N W
WASHINGTON D C 20006 4078
TELEPHONE 202 452 7000
FACSIMILE 202 452 7074

January 30, 1997

VIA OVERNIGHT DELIVERY

Mr Alberto Prieto
Special Agent
U S Customs Service
1691 Phoenix Boulevard
Suite 250
Atlanta, GA 30349

Re: Counterfeit Cigar Importations

Dear Special Agent Prieto

We represent Cuban Cigar Brands, N V and General Cigar Co , Inc , the trademark owners of Montecristo and Cohiba cigars, respectively Pursuant to our recent discussion with Karl Means at Customs Headquarters, we have enclosed color photocopies of the genuine and counterfeit Montecristos from the Dominican Republic and Mexico, as well as photocopies of the genuine, counterfeit and infringing Cohibas from the Dominican Republic These images will provide a convenient reference tool in the event of any importations of counterfeit or infringing goods.

We have been working closely with Customs Headquarters, Customs Miami and Customs Philadelphia to prevent the importation of counterfeit and infringing cigars If any such cigars are imported through Atlanta, we request that they be seized pursuant to 19 U S C §1526 Customs Miami has already instituted seizures of these counterfeits pursuant to 19 U S C §1526

Thank you again for your assistance.

Sincerely,

Michael E. Murphy

Enclosures
cc. Terne A Gleason, Esq

BAKER & McKENZIE
ATTORNEYS AT LAW

EUROPE MIDDLE EAST: ALMATY, AMSTERDAM, BARCELONA, BERLIN, BRUSSELS, BUDAPEST, CAIRO, FRANKFURT, GENEVA, KIEV, LAUSANNE, LONDON, MADRID, MILAN, MOSCOW, PARIS, PRAGUE, PRIGOH, ROME, ST PETERSBURG, STOCKHOLM, WARSAW, ZURICH

ASIA PACIFIC: BANGKOK, BEIJING, HANOI, HO CHI MINH CITY, HONG KONG, MANILA, MELBOURNE, SINGAPORE, SYDNEY, TAIPEI, TOKYO

815 CONNECTICUT AVENUE N W
WASHINGTON D C 20006-4078
TELEPHONE (202) 452-7000
FACSIMILE (202) 452-7074

NORTH AND SOUTH AMERICA: BOGOTA, BRASILIA, BUENOS AIRES, CARACAS, CHICAGO, DALLAS, JUAREZ, MEXICO CITY, MIAMI, MONTERREY, NEW YORK, PALO ALTO, RIO DE JANEIRO, SAN DIEGO, SAN FRANCISCO, SAO PAULO, SANTIAGO, TIJUANA, TORONTO, VALENCIA, WASHINGTON D C

February 5, 1997

VIA OVERNIGHT DELIVERY

Ms Lupita Shaikh
Import Specialist, Team 437
U S Customs Service
700 Doug Davis Drive
Atlanta, GA 30354

Re: Counterfeit Cigar Importations

Dear Lupita

Pursuant to our discussion today, enclosed are color photocopies of the genuine and counterfeit Montecristos from the Dominican Republic and Mexico, as well as photocopies of the genuine, counterfeit and infringing Cohibas from the Dominican Republic These images will provide a convenient reference tool in the event of any importations of counterfeit or infringing goods.

We have been working closely with Customs Headquarters, Customs Miami and Customs Philadelphia to prevent the importation of counterfeit and infringing cigars If any such cigars are imported through Atlanta, we request that they be seized pursuant to 19 U S C §1526 Customs Miami has already instituted seizures of these counterfeits pursuant to 19 U S C §1526

Thank you again for your assistance

Sincerely,

Michael E Murphy

Enclosures
cc Terrie A Gleason, Esq

BAKER & McKENZIE
ATTORNEYS AT LAW

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WASHINGTON D C 20006-4078
TELEPHONE (202) 452-7000
FACSIMILE (202) 452-7074

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ASIA PACIFIC: BANGKOK, BEIJING, HANOI, HO CHI MINH CITY, HONG KONG, MANILA, MELBOURNE, SINGAPORE, SYDNEY, TAIPEI, TOKYO

NORTH AND SOUTH AMERICA: BOGOTA, BRASILIA, BUENOS AIRES, CARACAS, CHICAGO, DALLAS, JUAREZ, MEXICO CITY, MIAMI, MONTERREY, NEW YORK, PALO ALTO, RIO DE JANEIRO, SAN DIEGO, SAN FRANCISCO, SAO PAULO, SANTIAGO, TIJUANA, TORONTO, VALENCIA, WASHINGTON DC

February 5, 1997

VIA OVERNIGHT DELIVERY

Mr Kevin Gordon
Team Leader, Team 202
U S Customs Service
6 World Trade Center
Room 409
New York, NY 10048

Re: Counterfeit Cigar Importations

Dear Kevin

Pursuant to our discussion today, enclosed are color photocopies of the genuine and counterfeit Montecristos from the Dominican Republic and Mexico, as well as photocopies of the genuine, counterfeit and infringing Cohibas from the Dominican Republic These images will provide a convenient reference tool in the event of any importations of counterfeit or infringing goods

We have been working closely with Customs Headquarters and other Customs ports to stop the importation of counterfeit and infringing cigars We would appreciate any assistance or advice you can provide as to how best to accomplish this at the New York and Newark ports We have already contacted and provided the color images to Ms Gerri Munson, Import Specialist, Team 240, at the JFK Airport.

Thank you for your assistance

Sincerely,

Terrie A Gleason

Enclosures

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

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PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 61

Cubbin

BAKER & McKENZIE

ATTORNEYS AT LAW

815 CONNECTICUT AVENUE N W
WASHINGTON D C 20006-4078
TELEPHONE (202) 452-7000
FACSIMILE (202) 452-7074

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NORTH AND SOUTH AMERICA: BOGOTA, BRASILIA, BUENOS AIRES, CARACAS, CHICAGO, DALLAS, JUAREZ, MEXICO CITY, MIAMI, MONTERREY, NEW YORK, PALO ALTO, RIO DE JANEIRO, SAN DIEGO, SAN FRANCISCO, SAO PAULO, SANTIAGO, TIJUANA, TORONTO, VALENCIA, WASHINGTON D C

December 2, 1996

VIA OVERNIGHT DELIVERY

Mr Don Deturk
Import Specialist
U S Customs Service
U S Customs House, Room 102
Philadelphia, PA 19106

Mr Nick Romeo
Import Specialist
U S Customs Service
U S Customs House, Room 102
Philadelphia, PA 19106

Re: Counterfeit and Infringing Cigar Importations

Dear Don and Nick

Pursuant to our recent discussion, enclosed are photocopies of (1) counterfeit Montecristo cigars from Mexico and (2) "Cojimar" cigars that the Headquarters Office of the U S Customs Service has determined infringe our client's trademark Additional information concerning these goods is set forth below

Counterfeit Mexican Montecristos

We understand that the counterfeit Mexican Montecristo cigars are manufactured by Tobacos Labrados, S A , Zacatecas 184 Col Roma Sur, 6760 Mexico, D F In the past, the sellers of these cigars have used the names Jerry Pollock, Danny Pollock, Postal Express and Cigarking com (e-mail address) They have all used the following address

18761 West Dixie Highway
North Miami Beach, FL 33180

Infringing Cojimar Cigars

We understand that the infringing Cojimar cigars are manufactured in the Dominican Republic We do not have any information on the names of the manufacturers or importers The Cojimars are imported in a wooden box and have a black and silver cigar band

* * *

Thank you again for your assistance in this matter If you have any questions, please do not hesitate to contact me

Sincerely,

Michael E Murphy

Enclosure
cc Terrie A Gleason, Esq

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Under Protective Order
BM 00143

MONTECRISTO CIGARS

COUNTERFEIT
(MEXICO)

AND

COHIBA CIGARS

INFRINGING
"COJIMAR"
(DOMINICAN REPUBLIC)

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Under Protective Order

BAKER & McKENZIE
ATTORNEYS AT LAW

815 CONNECTICUT AVENUE N W
WASHINGTON D C 20006-4078
TELEPHONE (202) 452-7000
FACSIMILE (202) 452-7074

EUROPE MIDDLE EAST: ALMATY, AMSTERDAM, BARCELONA, BERLIN, BRUSSELS, BUDAPEST, CAIRO, FRANKFURT, GENEVA, KIEV, LONDON, MADRID, MILAN, MOSCOW, PARIS, PRAGUE, RIYADH, ROME, ST PETERSBURG, STOCKHOLM, WARSAW, ZURICH

ASIA PACIFIC: BANGKOK, BEIJING, HANOI, HO CHI MINH CITY, HONG KONG, MANILA, MELBOURNE, SINGAPORE, SYDNEY, TAIPEI, TOKYO

NORTH AND SOUTH AMERICA: BOGOTA, BRASILIA, BUENOS AIRES, CARACAS, CHICAGO, DALLAS, JUAREZ, MEXICO CITY, MIAMI, MONTERREY, NEW YORK, PALO ALTO, RIO DE JANEIRO, SAN DIEGO, SAN FRANCISCO, SAO PAULO, SANTIAGO, TIJUANA, TORONTO, VALENCIA, WASHINGTON D C

November 26, 1996

VIA FACSIMILE

Ms Armita Stickney
Import Specialist, Team 480
U S Customs Service
Room 261
MIA Cargo Clearance Center
Miami, Florida 33159

Re: Additional Information Regarding Cohiba Cigars

Dear Armita

Pursuant to our discussion last week, enclosed is a copy of the price list for genuine Cohiba cigars We also set forth below the additional information you requested

(1) Manufacturer The only licensed manufacturer of genuine Cohiba cigars is in the Dominican Republic The name of the manufacturer is "General Cigar Dominicana"

(2) Importer General Cigar Co , Inc ("General Cigar") is the only authorized importer of genuine Cohibas in the U S , although some shipments may be imported by a division of General Cigar called "Escalante" General Cigar's address is

General Cigar Co , Inc
320 West Newberry Road
Bloomfield, CT 06002

(3) Distributor General Cigar is the only authorized distributor of genuine Cohibas in the U S

(4) Retail Stores There are two retail stores authorized to sell genuine Cohibas in the U S , as follows

Alfred Dunhill
450 Park Avenue
Mezzanine Floor
New York, New York 10022
(212) 888-4000

David Salz - President
Marc Perez - Buyer

Mike's Cigar
1030 Kane Concourse
Bay Harbor, Florida 33154
(305) 866-2277

Oscar Boruchin - Owner

We will provide similar information on manufacturer, importer, etc for Montecristos shortly under separate cover In the meantime, if you require any additional information, please let me know

With best regards

Sincerely,

Teresa A Gleason

Enclosure

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BM 00146

GENERAL CIGAR COHIBA PRICING

7951	Cohiba Corona Especiales*	6 ½ x 42	25	$6 30	$78 75
7952	Cohiba Corona Esplendido	7 x 49	25	$7 00	$87 50
7953	Cohiba Robustos*	5 ½ x 49	25	$6 70	$83 75
7590	Cifuente Corona Gorda		25	$5 40	$67 00
7591	Cifuentes Pyramid		20	$7 50	$75 00

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BAKER & McKENZIE
ATTORNEYS AT LAW

815 CONNECTICUT AVENUE N W
WASHINGTON D C 20006-4078
TELEPHONE (202) 452-7000
FACSIMILE (202) 452-7074

EUROPE MIDDLE EAST: ALMATY, AMSTERDAM, BARCELONA, BERLIN, BRUSSELS, BUDAPEST, CAIRO, FRANKFURT, GENEVA, KIEV, LAUSANNE, LONDON, MADRID, MILAN, MOSCOW, PARIS, PRAGUE, RIYADH, ROME, ST PETERSBURG, STOCKHOLM, WARSAW, ZURICH

ASIA PACIFIC: BANGKOK, BEIJING, HANOI, HO CHI MINH CITY, HONG KONG, MANILA, MELBOURNE, SINGAPORE, SYDNEY, TAIPEI, TOKYO

NORTH AND SOUTH AMERICA: BOGOTA, BRASILIA, BUENOS AIRES, CARACAS, CHICAGO, DALLAS, JUAREZ, MEXICO CITY, MIAMI, MONTERREY, NEW YORK, PALO ALTO, RIO DE JANEIRO, SAN DIEGO, SAN FRANCISCO, SAO PAULO, SANTIAGO, TIJUANA, TORONTO, VALENCIA, WASHINGTON DC

November 20, 1996

VIA FACSIMILE

Ms. Armita Stickney
Import Specialist, Team 480
U.S. Customs Service
Room 261
MIA Cargo Clearance Center
Miami, Florida 33159

Re: Price List for Montecristo Cigars

Dear Armita:

Pursuant to our recent discussion, enclosed is a price list for Montecristo cigars, dated August 1, 1996. We will provide a price list for Cohiba cigars shortly, under separate cover.

We appreciate all your efforts to stop the importation of counterfeit Montecristo and Cohiba cigars and look forward to continuing to work with you on this matter.

With best regards.

Sincerely,

Terrie A. Gleason

Enclosure

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BM 00148

BAKER & McKENZIE
ATTORNEYS AT LAW

815 CONNECTICUT AVENUE N W
WASHINGTON D C 20006-4078
TELEPHONE (202) 452-7000
FACSIMILE (202) 452-7074

EUROPE MIDDLE EAST: ALMATY, AMSTERDAM, BARCELONA, BERLIN, BRUSSELS, BUDAPEST, CAIRO, FRANKFURT, GENEVA, KIEV, LAUSANNE, LONDON, MADRID, MILAN, MOSCOW, PARIS, PRAGUE, RIYADH, ROME, ST PETERSBURG, STOCKHOLM, WARSAW, ZURICH

ASIA PACIFIC: BANGKOK, BEIJING, HANOI, HO CHI MINH CITY, HONG KONG, MANILA, MELBOURNE, SINGAPORE, SYDNEY, TAIPEI, TOKYO

NORTH AND SOUTH AMERICA: BOGOTA, BRASILIA, BUENOS AIRES, CARACAS, CHICAGO, DALLAS, JUAREZ, MEXICO CITY, MIAMI, MONTERREY, NEW YORK, PALO ALTO, RIO DE JANEIRO, SAN DIEGO, SAN FRANCISCO, SAO PAULO, SANTIAGO, TIJUANA, TORONTO, VALENCIA, WASHINGTON DC

August 23, 1996

VIA HAND DELILVERY

Karl Wm. Means, Esquire
Attorney
Intellectual Property Rights Branch
United States Customs Service
Franklin Court Building
1099 14th Street, N.W.
Washington, D.C. 20229

Re: General Cigar Co., Inc.; Cohiba
Importation of Counterfeit Cigars

Dear Karl:

Thank you for meeting with me today to discuss the importation of counterfeit Cohiba cigars. For your reference, a copy of the Cohiba recordation with the U.S. Customs Service is enclosed.

As we discussed, we have reason to believe that counterfeit cigars are being imported through ports and by importers and exporters similar to those involved in the Montecristo cigar importations. In this regard, the names and addresses of the suspected importers and exporters, and possible ports of entry are set forth below.

I:\TRADE\TAG\PUBL\6019996 1

Suspected Importers

Commonwealth Crossing	P.O. Box 6696 Charlotte Amalie, St. Thomas -or- Havensight Executive Tower Charlotte Amalie, St. Thomas
Commonwealth Crossing -or- Commonwealth Enterprises -or- Stanford Trading	P.O. Box 814450 Dallas, Texas -or- 4114 Lindberg Drive Dallas, Texas
DAS International	P.O. Box 879 Suite 190 Humacao, Puerto Rico 00792 -or- 4 Harbor View Palmes del Mar Humacao, Puerto Rico 00791

Suspected Exporters

Monte Cristi de Tabacos, c.x.a.
El Conde 109
Santo Domingo, RD Zona Colinial
Dominican Republic
MID #

Caribtrade Corp. Ltd.
P O. Box 192
Philipsburg, Pointe Blanche
St. Maarten, Netherlands Antilles

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Possible Ports of Entry

St. Thomas, VI
Dallas
New York
Seattle
Boston
San Juan

I understand that you will be issuing an alert notice to all ports of entry in the United States that (1) indicates images of the genuine and counterfeit articles have been uploaded into the Customs imaging system and (2) includes the information on importers, exporters and ports of entry outlined above. I further understand that I will receive a copy of this notice.

Again, thank you for your time today. If you have any questions concerning this letter or any issue connected with this case, please let me know.

Sincerely,

Teresa A. Gleason
Attorney for
General Cigar Co., Inc.

Enclosure
cc: A. Ross Wollen

I:\TRADE\TAG\PUBL\60198986 1

USCS IPR Recordations, Patent Surveys, Exclusion Orders

Record Number: TMK 96-00150 Effective: 03 28 1996 Expires: 06 06 2005

Trademark: COHIBA

Product: CIGAR

Description: COHIBA, CIGAR, GENERAL CIGAR CO., INC.

Owner Name: GENERAL CIGAR CO., INC.

Registration Agency Number: 1,898,273
Import of Goods Bearing Genuine Trademarks or Trade Names Restricted: NO

Contact Name: SCOTT GREENBERG, ESQ.
Firm: MORGAN & FINNEGAN, L.L.P. Phone: 212/758-4800
Address 1: 345 PARK AVENUE
Address 2:
City: NEW YORK State: NY Zip: 101540053

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 62
BM00477-488

DEPARTMENT OF THE TREASURY

U.S CUSTOMS SERVICE

MIAMI, FLORIDA

CERTIFIED MAIL
P 253 419 984

REFER TO
ENF-4-PD A FPF sa
1997-5206-01693
March 14, 1997

General Cigar Company, Inc
c/o Terri A Gleason, Esq
Baker & McKenzie
815 Connecticut Avenue, N W
Washington, D C 20006-4078

Dear Sir

This is to notify you that on April 19 1997 the United States Customs Service seized at Miami Florida the merchandise described below because the articles bear a "Cohiba and MonteCristo" trademark in violation of the provisions of title 19 United States Code, section 1526e

Description 225 Each Cohiba Esplendidos Cigars, 125 Each Counterfeit Cohiba Robusto Cigars, 175 Each MonteCristo No 4 Cigars, 175 Each MonteCristo No. 3 Cigars, 125 Each MonteCristo No. 2 Cigars, 150 Each Cohiba Cigars

Country of origin, Dominican Republic

Mode of conveyance Commercial Air

Pursuant to title 19, Code of Federal Regulations, section 133 23(a), you as owner of the trademark may provide written consent for the importation of the articles exportation entry after obliteration of the trademark or other disposition you deem appropriate If you do not provide written consent to any such disposition within 30 days from the date of this letter the articles will be forfeited and disposed of in accordance with the importer's right to petition for mitigation or remission from forfeiture

Please address any documents or comments regarding your position in this matter, identified by the above seizure case number to the Fines, Penalties and Forfeitures Officer at the address shown below

If you have any questions please contact Sharon Alderman at (305) 869-2884

Sincerely

Mark F Edwards
Fines Penalies and Forfeitures Officer

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BM 00477

CHRONOLOGICAL SUMMARY
OF
COUNTERFEIT AND INFRINGING
MONTECRISTO AND COHIBA CIGARS

Updated May 21, 1997

TOTAL CIGARS SEIZED BY CUSTOMS

	Montecristo	Cohiba	Total
Number Seized (Approximately)	19,810 Cigars 791 Boxes	18,957 Cigars 757 Boxes	38,767Cigars 1,548 Boxes

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(1)[x]	**Early 96**	**Montecristo, Cohiba and Caoba**
	Port:	Boston and Seattle
	Importer:	Rocco Zagarella (Boston)/Los Indios (Seattle)
	Exporter:	Monte Cristi
	Origin:	Dominican Republic
	Quantity:	Unknown
	Customs Action:	Caoba & Cohiba do not infringe Montecristo
	Disposition:	Caoba & Cohiba imported
(2)[x]	**05/30/96**	**Montecristo**
	Port:	Cleveland
	Importer:	Caribtrade
	Exporter	Monte Cristi
	Origin:	Dominican Republic
	Quantity·	3002 cigars/$13,509
	Custom Action:	Customs seized on suspicion of being Cuban
	Disposition:	Destroyed
(3)[x]	**10/96**	**Montecristo (Mexican)**
	Port:	Miami
	Importer.	Probably Danny Pollack aka Cigarking.com per A Stickney (Customs)
	Exporter:	Tabacos Labrados
	Origin:	Mexican
	Quantity:	Unknown
	Customs Action:	Detained
	Disposition.	Customs permitted exportation (first time offense), but will seize next time

x=case resolved

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(4)[x] **11/96** **Cojimar**

Port:	Miami
Importer:	Unknown
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	5,900 cigars/$6,000
Customs Action:	Detained
Disposition:	Customs permitted exportation (first time offense), but will seize next time

(5)[x] **11/13/96** **Montecristo and Cohiba: Case No. 97-5206-00170**

Port:	Miami
Importer:	La Cubana Cigar Co./Ray Mallel (Los Angeles, CA)
Exporter:	Monte Cristi
Origin:	Guatemala (Dominican Republic)
Quantity:	77 total boxes (approx. 50% Montecristo, 50% Cohiba)
Customs Action:	Customs seized as counterfeits
Disposition:	Trademark owners requested destruction
Customs Contact:	Gloria Soldo

(6)[x] **12/12/96** **Montecristo and Cohiba: Case Nos. 1997-4909-00024 and 1997-4913-00104/01**

Port:	San Juan
Importer:	Gold Ounces, Inc d/b/a Art & Moore (Broker Rodriguez)
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	3600 Montecristo/1250 Cohiba
Customs Action:	Customs seized as counterfeits
Disposition:	Trademark owners permitted import without bands and boxes
Custom Contact:	Rebeca de Jesus

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(7)* **12/18/96** **Montecristo and Cohiba: Case No. 97-5271-00024**

Port:	Miami
Importer:	Juan Modredo
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	250 Montecristo/1,000 Cohiba
Customs Action:	Customs seized as counterfeits
Disposition:	No response from importer; Customs will destroy
Customs Contact:	Lillian Rodriguez

(8)* **12/18/96** **Montecristo and Cohiba: Case No. 97-5271-00034**

Port:	Miami
Importer:	Stamatis P. Livanos (Brooklyn, NY) (Cafe Cohiba; Mr. Zak, Attorney)
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	40 boxes Montecristo/40 boxes Cohiba
Customs Action:	Customs seized as counterfeits
Disposition:	Trademark owners permitted exportation
Customs Contact:	Lillian Rodriguez

(9)* 01/07/97 Cohiba: Case No. 97-5271-00028

Port:	Miami
Importer.	Unknown
Exporter	Unknown
Origin:	Dominican Republic
Quantity:	450 cigars
Customs Action:	Customs seized as counterfeits
Disposition:	No response from importer, Customs will destroy
Customs Contact:	Gloria Soldo

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BM 00481

(10)[x] 01/08/97 **Montecristo and Cohiba: Case No. 97-5206-00515**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	100 Montecristo/1,425 Cohiba
Customs Action:	Customs seized as counterfeits
Disposition:	No response from importer; Customs will destroy
Customs Contact:	Gloria Soldo

(11) 01/08/97 **Montecristo: Case No. 97-5270-00065**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	38 boxes
Customs Action:	Customs seized as counterfeits
Disposition:	Importer filed a petition on 03/05/97
Customs Contact:	Molly Malanaphy

(12)[x] 01/08/97 **Montecristo: Case No. 97-5270-00072**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity.	225 cigars
Customs Action	Customs seized as counterfeits
Disposition:	No response from importer; Customs will destroy
Customs Contact:	Molly Malanaphy

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BM 00482

(13) 01/15/97 **Montecristo: Case No. 97-5271-00048**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	1,625 cigars
Customs Action:	Customs seized as counterfeits
Disposition:	Importer filed petition on 02/26/97
Customs Contact:	Molly Malanaphy

(14)[x] 01/15/97 **Cohiba: Case No. 97-5271-00031**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	1,125 cigars
Customs Action:	Customs seized as counterfeits
Disposition:	No response from importer; Customs will destroy
Customs Contact:	Molly Malanaphy

(15) 02/13/97 **Montecristo: Case No. 97-5271-00055**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity.	795 cigars
Customs Action	Customs seized as counterfeits
Disposition:	
Customs Contact:	Lillian Rodriguez

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BM 00483

(16)[x] 02/13/97 **Cohiba:** **Case No. 97-5206-00491**

Port:	Miami
Importer:	Danny Gordon, MG Supply, Inc.
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	2600 cigars
Customs Action.	Customs seized as counterfeits
Disposition:	Trademark owner permitted import without bands and boxes
Customs Contact:	Sharon Alderman

(17)[x] 02/13/97 **Cohiba:** **Case No. 97-5271-00030**

Port:	Miami
Importer:	Al Larocca, Star Distributors, Memphis, TN
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	1714 cigars
Customs Action:	Customs seized as counterfeits
Disposition:	Customs will destroy
Customs Contact:	Sharon Alderman

(18)[x] 02/21/97 **Montecristo and Cohiba:** **Case No. 1997-3501-0018601**

Port:	Minneapolis
Importer:	Farshad Khamenei, BBC International
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	47 boxes of Montecristos (approx 1175 cigars); 78 boxes of Cohibas (approx. 1950 cigars)
Customs Action:	Customs seized as counterfeits
Disposition:	Trademark owners permitted import without bands and boxes
Customs Contact.	Mary L Foss

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BM 00484

(19)[x] 02/21/97 **Montecristo and Cohiba: Case No. 97-0417-00196**

Port:	Boston
Importer:	Bluestone Management Corp.
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	1776 cigars (approx. 50% Montecristo, 50% Cohiba)
Customs Action:	Customs seized as counterfeits
Disposition:	Trademark owners permitted import without bands and boxes
Customs Contact:	James Dignan

(20) 03/06/97 **Montecristo and Cohiba: Case No. 1997-5270-00101**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	250 Montecristo/250 Cohiba
Customs Action:	Customs seized as counterfeits
Disposition:	
Customs Contact:	Sharon Alderman

(21)[x] 03/06/97 **Montecristo and Cohiba: Case No. 1997-5270-00118**

Port:	Miami
Importer:	Fernando Mendoza (Hispaniola Imports & Corp.); Corona, NY
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	67 boxes
Customs Action:	Customs seized as counterfeits
Disposition	Trademark owners permitted import without bands and boxes
Customs Contact:	Sharon Alderman

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BM 00485

(22) 03/07/97 **Montecristo and Cohiba: Case No. 97-5270-00117**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	160 cigars Montecristo/160 cigars Cohiba
Customs Action:	Customs seized as counterfeits
Disposition:	
Customs Contact:	Gloria Soldo

(23) 03/10/97 **Montecristo and Cohiba: Case No. 97-5270-00115**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Turks and Caicos Islands
Quantity:	57 cigars Montecristo/56 cigars Cohiba
Customs Action:	Customs seized as counterfeits
Disposition:	
Customs Contact:	Lillian Rodriguez

(24) 03/17/97 **Montecristo and Cohiba: Case No. 97-5270-00116**

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	1 box Montecristo/2 boxes Cohiba
Customs Action:	Customs seized as counterfeits (indicated "Cuban Cigars")
Disposition:	
Customs Contact.	Molly Malanaphy

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BM 00486

(25)[x] 04/97 **Montecristo: Case No. 97-4701-03277**

Port:	JFK Airport
Importer:	Luis Espinosa
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	62 boxes
Customs Action:	Customs seized as counterfeits
Disposition:	Destroyed
Customs Contact:	Geraldine Malvone-Carire

(26)[x] 04/24/97 **Cohiba: Case No. 1997-1704-00242**

Port:	Atlanta
Importer:	Universal Beverage Brokers, Inc.
Retailer:	Sherlock's
Exporter:	Monte Cristi
Origin:	Dominican Republic
Quantity:	831 cigars
Customs Action:	Customs seized as counterfeits
Disposition:	Trademark owner permitted exportation of Universal's; Need to decide on Sherlock's
Customs Contact:	Mary Bensel

(27) 04/25/97 Montecristo and Cohiba: Case No. 97-5206-01356

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	1,896 cigars Montecristo/1,896 cigars Cohiba
Customs Action:	Customs seized as counterfeits
Disposition:	
Customs Contact.	Molly Malanaphy

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BM 00487

(28) **03/14/97** **Montecristo and Cohiba: Case No. 97-5206-01693**
Rec'd 05/20/97

Port:	Miami
Importer:	Unknown
Exporter:	Unknown
Origin:	Dominican Republic
Quantity:	475 cigars Montecristo/500 cigars Cohiba
Customs Action:	Customs seized as counterfeits
Disposition:	
Customs Contact:	Sharon Alderman

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Under Protective Order
BM 00488

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 63

FedEx. *USA Airbill* Tracking Number 4047840392

Sender's Copy

933313 00456/00500

1 From (please print)

Date 3-28-97 Sender's FedEx Account Number 1231-6858-5

Sender's Name John Webber Phone (860) 769-3600

Dept/Floor/Suite/Room

Company GENERAL CIGAR COMPANY

Address 320 W NEWBERRY RD

City BLOOMFIELD State CT Zip 06002

2 Your Internal Billing Reference Information (Optional) (First 24 characters will appear on invoice) 811

3 To (please print)

Recipient's Name Phone 888-848-2654

Dept/Floor/Suite/Room

Company TITAN SALES + MARKETING, INC

Address 4831 BLACK BEAR RD #204

(No HOLD at FedEx location, print FedEx address here) (We Cannot Deliver to P.O. Boxes or PO Zip Codes)

City LAS VEGAS State NV Zip 89129

For HOLD at FedEx Location check here

- [ ] Hold Weekday (Not available with FedEx First Overnight)
- [ ] Hold Saturday (Not available at all locations) (Not available with FedEx First Overnight or FedEx Standard Overnight)

For Saturday Delivery check here

- [ ] (Extra Charge. Not available to all locations) (Not available with FedEx First Overnight or FedEx Standard Overnight)

4a Express Package Service *Packages under 150 lbs* — Delivery commitment may be later in some areas

- [X] FedEx Priority Overnight (Next business morning)
- [ ] FedEx Standard Overnight (Next business afternoon)
- [ ] FedEx 2Day* (Second business day)
- [ ] NEW FedEx First Overnight (Earliest next business morning delivery to select locations) (Higher rates apply)

FedEx Letter Rate not available. Minimum charge: One pound FedEx 2Day rate

4b Express Freight Service *Packages over 150 lbs.* — Delivery commitment may be later in some areas

- [ ] FedEx Overnight Freight (Next business day service for any distance)
- [ ] FedEx 2Day Freight (Second business day service for any distance)
- [ ] FedEx Express Saver Freight (Up to 3 business day service based upon distance)

(Call for delivery schedule. See back for detailed descriptions of freight products.)

5 Packaging

- [X] FedEx Letter (Declared value limit $500)
- [ ] FedEx Pak
- [ ] FedEx Box
- [ ] FedEx Tube
- [ ] Other Pkg

6 Special Handling

Does this shipment contain dangerous goods?

- [ ] Yes (As per attached Shipper's Declaration)
- [ ] Yes (Shipper's Declaration not required)
- [ ] Dry Ice — Dry Ice, 9, UN 1845, 10 kg
- [ ] CA Cargo Aircraft Only

(Dangerous Goods Shipper's Declaration not required)

7 Payment

Bill to

- [X] Sender (Account no. in section 1 will be billed)
- [ ] Recipient
- [ ] Third Party
- [ ] Credit Card
- [ ] Cash/Check

(Enter FedEx account no. or Credit Card no. below)

FedEx Account No.

Credit Card No. Exp Date

Total Packages	Total Weight	Total Declared Value	Total Charges
		$ .00	$

When declaring a value higher than $100 per shipment you may an additional charge. See SERVICE CONDITIONS, DECLARED VALUE AND LIMIT OF LIABILITY section for further details.

8 Release Signature *Sign to authorize delivery without obtaining signature*

Your signature authorizes Federal Express to deliver this shipment without obtaining a signature and agrees to indemnify and hold Federal Express harmless from any resulting claims.

272

WCSL 0197
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The World On Time

GC 005959

Culbro Corporation

35 Griffin Road South
Bloomfield, CT 06002
Phone: 860/243-4360
Fax: 860/243-4367
Internet: johnwebber@counsel.com

VIA EXPRESS MAIL

John E. Webber
Assistant General Counsel

March 28, 1997

Titan Sales & Marketing, Inc.
4831 Black Bear Rd. #204
Las Vegas, NV 89129

Re: Cohiba Cigars

Dear Sir:

I write today on behalf of Culbro Corporation, General Cigar Holdings, Inc. and its General Cigar subsidiary.

For many years, General Cigar Co., Inc. ("General Cigar") and its predessors-in-interest have used the registered mark COHIBA on cigars sold in the United States. This trademark is widely and favorably known to consumers in this country as designating cigars originating exclusively from General Cigar Co., Inc. Enclosed for your reference are copies of General Cigar's United States Registrations for the mark COHIBA in connection with cigars, Reg. Nos. 1,147,309 and 1,898,273. General Cigar also has plans in progress to sell a wide array of additional products in the United States under the mark COHIBA promoting and related to its COHIBA cigars, including various types of clothing and apparel, including t-shirts, shorts, ties, sweatshirts, polo shirts and sports apparel such as golf apparel and beachwear, smoker's accessories, as well as other products. Accordingly, General Cigar also owns United States Trademark Application Serial No. 74-686,067 for the mark COHIBA in connection with various clothing and apparel products and accessories, including a variety of shirts such as t-shirts, golf shirts and beach shirts, filed June 8, 1995 based on an intention to use the mark for those goods.

GC 005960

It has come to our attention that you are using the identical mark COHIBA in connection with the sale of cigars which were not produced by General Cigar.

Any use of the mark COHIBA in the United States by you or your company or on

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 64

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A Registered Limited Liability Partnership
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FOREIGN LAW ADVISOR
RYOSUKE FUJINOTO

* NOT ADMITTED IN NEW YORK
† ADMITTED IN WASHINGTON, D.C.

March 18, 1996

VIA EXPRESS MAIL - R.R.R.

S.S. Cigarros Co.
19360 Rinaldi Street, #301
Northridge, CA 91326
ATTN: Mr. Kevork Voskericyan

Dear Mr. Voskericyan:

Our client, General Cigar Co., Inc., has informed us that it has come to their attention that your company is offering for sale in the United States cigars bearing the trademark COHIBA.

For many years, General Cigar Co., Inc. and its predecessors in interest have used the registered mark COHIBA on cigars sold in the United States. This trademark is widely and favorably known to consumers in this country as designating goods originating exclusively from General Cigar Co., Inc. Enclosed for your reference are copies of United States Reg. Nos. 1,147,309 and 1,898,273 for the mark COHIBA, both of which are owned by General Cigar.

Your use of the mark COHIBA in the United States is likely to cause confusion, mistake or deception in that purchasers of your goods may be led, by reason of the identity of the marks and goods, to believe that your COHIBA products emanate from General Cigar or from a company affiliated or otherwise related to our client. In addition,

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Under Protective Order
BM 00190

MORGAN & FINNEGAN, L.L.P.

your use of the mark in the United States will dilute the distinctive quality of our client's mark, thus injuring our client's trademark rights and goodwill in the COHIBA mark in the United States.

For the foregoing reasons, we must insist that you terminate promptly all uses of the mark COHIBA in the United States, including the offering of cigars bearing the mark COHIBA for sale in the United States.

We look forward to your prompt assurance that you will abide by our client's request.

Very truly yours,

Scott Greenberg

SG:hg
Encl.

cc: General Cigar Co., Inc.

213081

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BM 00191

Int. Cl.: 34

Prior U.S. Cl.: 17

Reg. No. 1,898,273

United States Patent and Trademark Office Registered June 6, 1995

TRADEMARK
PRINCIPAL REGISTER

COHIBA

GENERAL CIGAR CO., INC (DELAWARE CORPORATION)
320 WEST NEWBERRY ROAD
BLOOMFIELD, CT 06002

FOR: CIGARS, IN CLASS 34 (U.S. CL. 17).
FIRST USE 12-0-1992; IN COMMERCE 12-0-1992, FIRST USED IN COMMERCE IN ANOTHER FORM IN FEBRUARY 1978.

OWNER OF U.S REG. NO. 1,147,309.
UPON INFORMATION AND BELIEF, "COHIBA" IS A CONJUGATIVE FORM OF THE SPANISH WORD "COHIBIR", WHICH MEANS "TO RESTRAIN" OR "COHIBIT"

SN 74-344,349, FILED 12-30-1992

R. G COLE, EXAMINING ATTORNEY

REDACT

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BM 00192

Int. Cl.: 34

Prior U.S. Cl.: 17

Reg. No. 1,147,309

United States Patent and Trademark Office

Registered Feb. 17, 1981

TRADEMARK
Principal Register

COHIBA

Culbro Corporation (New York corporation)
605 3rd Ave
New York, N Y 10016

For: CIGARS, in CLASS 34 (U.S. Cl. 17).
First use Feb. 15, 1978; in commerce Feb 13, 1978.

Ser No 161 879, filed Mar. 13, 1978

DAVID C. REIHNER Primary Examiner

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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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 65

1 UNITED STATES DISTRICT COURTSOUTHERN DISTRICT OF NEW YORK
2 ----------x
3 EMPRESA CUBANA DEL TABACO,d/b/a Cubatabaco,
4
5 Plaintiff,
6 v. 97 CV 8399 (RWS)
7 CULBRO CORPORATION, et al.,
8 Defendants.
9 ----------x
10 October 10, 2001 12:10 p.m.
11
12 Before:
13 HON. ROBERT W. SWEET
14 District Judge
15
16 APPEARANCES
17 RABINOWITZ, BOUDIN, STANDARD, KRINSKY & LIEBERMAN, P.C.
18 Attorneys for PlaintiffBY: MICHAEL KRINSKY
19 DAVID B. GOLDSTEIN
20 LATHAM & WATKINS
21 Attorneys for DefendantsBY: JOHN J. KIRBY, JR.
22 ELENA C. NORMAN YORAM MILLER
23 MORGAN & FINNEGAN LLP
24 Attorneys for DefendantsBY: JANET DORE
25

1 didn't have the word bar Cohiba, because General Cigar holds
2 it, they registered the trade dress with a different word bar.
3 So the issue, your Honor -- and as I said, we were
4 all quite distressed at this frankly collateral but very
5 disturbing issue nevertheless. I was particularly distressed
6 because I had spent the previous several months preparing the
7 summary judgment motion, as I had told the Court that I would,
8 to file at the close of discovery -- the summary judgment
9 motion that went to the issue of why we're in court in '97,
10 '98, '99, 2000, 2001, instead of in 1981 or '82 or '83 or '84.
11 And why is it that during this entire period, they accepted
12 General Cigar's ownership of the mark? I would still like to
13 file that motion rather because I don't think it in any way is
14 affected by these documents. But I certainly will comply with
15 the Court's schedule.
16 In terms of what we did, we made a mistake on
17 document production. I acknowledge that and apologize for it.
18 When we realized the mistake, we produced the documents and
19 are conducting a, perhaps overdo, but very thorough search to
20 make sure that nothing, despite all the contentions here, has
21 slipped through the cracks.
22 So, your Honor, I think that this in many respects is
23 a red herring. We made the red herring so it's our fault.
24 But it's a red herring. It's the plaintiff's design to send
25 this case not only into the next millennium but well into the

1 next millennium. I think we need to resolve it. I would
2 request of the Court, I think that the sanctions motion is
3 inappropriate. I think that for time, rather than a floating
4 four months, the Court should set a time period for the
5 parties to come back where they can assert not only what they
6 need to do but the relevance of what they need to do, and
7 then, your Honor, as I said, we're not going to chisel or
8 quibble about whether it's another week or a day. But we do
9 think the litigation should come to an end. We're going to do
10 our best to bring it to an end by putting before the Court the
11 undisputed facts as to acquiescence and estoppel and laches.
12 Thank you, your Honor.
13 THE COURT: I think I've got the picture here.
14 First, with respect to what we're going to do, I
15 think it makes sense to make an effort to complete all fact
16 discovery by December 5. I recognize that may not be
17 possible, but I would ask the parties to do that, and if they
18 can agree on a way of achieving that, fine. If they can't and
19 need some help, fine. And if it is not completed by the 5th,
20 then I think I would adopt Mr. Kirby's suggestion that we
21 should get together and -- unless you all agree -- perhaps
22 that will be possible. History has not indicated that it will
23 be. But who knows, it might be.
24 If you agree on the future course, fine. But I would
25 think that would be the effort. And then we can get together

1 that week at your convenience if we need to to set any further
2 schedules. That way, perhaps we could get to a point where
3 Mr. Kirby could put together his motion without further
4 discovery requirements.
5 In any case, that's my thinking about the time frame.
6 Now, on the subject of the red herring, I really
7 don't know where "red herring" came from, and if any counsel
8 has any wisdom for me on that subject, I would be really
9 grateful, because we've all seen -- ah, well, I'll get it,
10 I'll get it in the next argument, and if nobody present can
11 tell me, I don't know where the red herring came from.
12 But in any case, it's kind of a smelly one in this
13 instance. And the fact is that production was not properly
14 handled. And I think it's clear from the record, the order of
15 October, a year ago, and the appearance on the scene shortly
16 thereafter of somebody who was or could be in a position to
17 produce or at least explore the documents and then a period, a
18 long period, whether it was ten months or thereabouts, before
19 any request is made for those documents is not appropriate
20 discovery, under all the circumstances of this case, which has
21 been hard fought right from the outset.
22 I don't, however, consider this to be willful. I
23 don't think it was that. There's no evidence that it was
24 willful. I do think, under all the circumstances, that it was
25 negligent and inappropriate. And I think that there should be

1 a sanction. There should be a sanction just because there
2 should be a sanction, really.
3 Now, having said that, what would be an appropriate
4 sanction? It seems to me the appropriate sanction is going to
5 be the cost of making this motion, which I recognize is not
6 going to be a big deal one way or another. And rather than
7 have a big submission and fees on fees on fees on fees, I
8 suggest that the defense cough up -- I beg your pardon -- pay
9 $5,000 to the plaintiffs for their expenses, costs and
10 expenses, of making this motion.
11 Now, as to the depositions which may follow, it seems
12 to me it's not -- if there are any additional expenses because
13 the deposition had to be renoticed -- and I can't offhand see
14 what those would be -- I would entertain a suggestion along
15 those lines. But as far as fees are concerned, if these
16 documents had been presented earlier, the examination would
17 have covered the documents. And so I don't think that it's
18 appropriate to have legal fees in connection with any
19 depositions that derived from these produced documents.
20 Now, if the plaintiff can make a case for an
21 additional expense that results simply from the fact that they
22 have to renotice the depositions, I would entertain it, but I
23 can't imagine that it would be substantial.
24 I know that there is authority for the proposition
25 that you should have more of a hearing, perhaps more of a

1 hearing than has been had on the subject of the sanctions, but
2 frankly, I don't think it's necessary under all the
3 circumstances.
4 So that's what I conclude. I don't see that it's
5 necessary to have any further order, since fortunately, you've
6 had the perspicacity to have a reporter here.
7 Is there anything else that you all would like to
8 bring forth?
9 MR. KRINSKY: Yes, your Honor, just for
10 clarification.
11 THE COURT: Yes.
12 MR. KRINSKY: December 5 becomes, at least for the
13 moment, the close of discovery, fact discovery, and I assume
14 all the other dates then get bumped.
15 THE COURT: Yes. And I should also tell you what my
16 situation is. I had really hoped that we might try this case
17 this fall. The tragedy that has befallen all of us has made
18 that more difficult, A, and, B, the red herring has made it
19 more difficult. And so I think it's not realistic to try it,
20 because, as I hear Mr. Krinsky, I'm hearing that he may want
21 to have expert testimony based on the fact discovery. And so
22 it doesn't look like we're going to be able to try it this
23 fall.
24 I mean, if the stars were in the ascendancy and
25 everything worked perfectly, maybe it would be possible. But

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

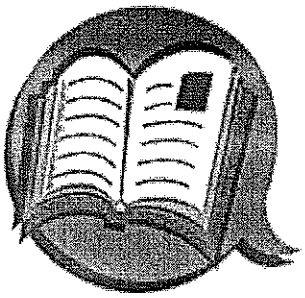
PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 66

Ask Yahoo!

Wednesday, July 18, 2001



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Next Question
Has any proof of the existence of Atlantis been found?

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Related Questions

- What is the origin of the word "cop"?
- Where did the expression "the real McCoy" come from?

Other Links

- Mcguffin

Dear Yahoo!

Why is a deliberately misleading object called a "red herring"?

Fishing for Answers

Dear Fishing:

We were familiar with the business technology magazine *Red Herring* and figured their web site might offer the origin of the peculiar term. After a bit of searching, we did manage to uncover an explanation.

According to the **site**, British fugitives in the 1800s would rub a herring across their trail, thereby diverting the bloodhounds that were hot in pursuit. In the 1920s, American investment bankers started calling preliminary prospectuses "red herrings" as a warning to investors that the documents were not complete or final and could be misleading.

We liked the explanation, but wondered if there was more to the story. We spent some time searching and uncovered an alternate explanation, centered on hunting. The **Word Detective** explains that the curing process turns the fish a red color and lends it a distinctive smell. The fish was tied to a string and dragged through the woods to teach hunting dogs to follow a trail. Later, red herrings may also have been used to confuse the hounds in order to prolong a foxhunt or to test their ability to stay with a scent.

Another handy etymology source, Wilton's Word and Phrase Origins offers a similar explanation, but attributes the use of the herring to poachers, who used the scent to throw the dogs off the trail of game so they could claim the prize for themselves.

It seems that whether the prey was a fugitive or a fox, this pungent fish did the trick and distracted the dogs.

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

In the matter of Trademark Registration No. 1147309
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DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 67
Def. Dep. Ex. 66

RABINOWITZ, BOUDIN, STANDARD, KRINSKY & LIEBERMAN, P.C.
ATTORNEYS AT LAW
740 BROADWAY, FIFTH FLOOR
NEW YORK, NY 10003-9518

TELEPHONE (212) 254-1111
FACSIMILE (212) 674-4614

LEONARD B. BOUDIN (1912-1989)
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ERIC M. LIEBERMAN
DAVID B. GOLDSTEIN

CHRISTINE S. KIM
RAPHAEL GOLB

COUNSEL
VICTOR RABINOWITZ
MICHAEL B. STANDARD
LEONARD I. WEINGLASS
ELLEN J. WINNER
DEBRA EVENSON
TERRY GROSS

RECEIVED
APR 10 2000

April 6, 2000

DEFENDANT'S
DEPOSITION
EXHIBIT
66
10/24/00 AA

Fax to 914-723-4301 and mail
Howard Aronson
Lackenbach Siegel Marzullo
Aronson & Greenspan, P.C.
Lackenbach Siegel Building
One Chase Road
Scarsdale, NY 10583

Re: Cubatabaco

Dear Mr Aronson

As you may recall, we were briefly in contact with your firm in the early 1990's with respect to certain matters concerning Cuba and, in particular, Cubatabaco.

We write to request your assistance. We are presently engaged in litigation for Cubatabaco with respect to the COHIBA trademark. We are in federal court, as well as before the TTAB, challenging General Cigar's registration and use of COHIBA. In addition, we are representing Cubatabaco with respect to its other interests in the United States.

It is quite important that we obtain all documents in Lackenbach Siegel's possession that might relate to the COHIBA trademark. This would include any correspondence with the client or others; any trademark searches; any investigations undertaken as to use or non-use of the COHIBA mark by General Cigar Corp., etc. We have seen a few letters exchanged in 1984 and again in 1987 between your office and Mr. Duran of Cubatabaco about COHIBA, but we assume that there must be more materials than what has been located in Cubatabaco's files.

We also would appreciate being able to talk to you about Cubatabaco's knowledge and plans vis-a-vis COHIBA during the time Lackenbach Siegel was involved with Cubatabaco.

Regrettably, this matter is quite urgent. At present, we are scheduled to go to trial in June.

G:\COHIBA\Correspondence\Lach 4.6.00.wpd

We enclose a copy of a letter from Cubatabaco requesting your cooperation.

As you will see, Cubatabaco requests that you provide us with the files relating to all Cubatabaco matters, not simply COHIBA. Even though our priority for the moment is COHIBA, perhaps it would expedite things and lighten your burden for us to obtain all of the Cubatabaco files rather than to ask you to identify COHIBA-related documents. However, if it would be easier and faster for you to provide us with the COHIBA related materials first, that would be fine too.

I note that we previously obtained copies of the Cuban Cigar Brands litigation files from you in the early 1990's, so we do not need those materials.

I will telephone you on Friday or Monday. Thank you for your cooperation.

Very truly yours,

Michael Krinsky

enc.

CUBATABACO

Havana City,
April 4, 2000

Lachenbach Siegel Marzullo Presta, et al
Penthouse Suite
One Chase Road
Scarsdale, New York 10583
Address

Re: CUBATABACO

Dear Sirs:

We request that you turn over all files concerning Cubatabaco and any of its dealings and interests to Rabinowitz, Boudin, Standard, Krinsky & Lieberman, P.C. as soon as possible.

They will contact you to arrange for any shipping or copying that may be necessary.

Thank you for your cooperation.

Sincerely,

Adargelio Garrido de La Grana
Legal Advisor to Cubatabaco

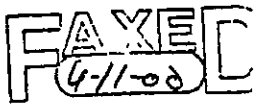
0003

EMPRESA CUBANA DEL TABACO O'REILLY 104 e/ TACON Y MERCADERES, CIUDAD DE LA HABANA. Telf: 61-2778, 62-5463. FAX: 33-8214 TELEX: 51-1760

LACKENBACH SIEGEL

Intellectual Property Attorneys

Since 1923



April 11, 2000

VIA FACSIMILE NO.: (212) 674-4614
NO. OF PAGES: 1

Michael Krinsky, Esq.
RABINOWITZ, BOUDIN, STANDARD,
KRINSKY & LIEBERMAN, P.C.
740 Broadway, Fifth Floor
New York, New York 10003-9518

RE: CUBATABACO

Dear Mr. Krinsky:

This will confirm receipt of your letter of April 6th.

Please understand that as Cubatabaco was not an active client of our firm, its files were maintained in deep storage. During the recent Floyd Hurricane, such storage facility in our building was flooded, and 263 archive boxes of original documents were destroyed. Regrettably, all Cubatabaco matters were among the files destroyed, due to the fact that they were so old. It appears that we have no files in connection with the trademark matters of Cubatabaco.

Please feel free to contact the undersigned at your first convenience, to see if we may be of further assistance.

Very truly yours,

LACKENBACH SIEGEL

HOWARD N. ARONSON
For the Firm

HNA/ll

0004

TELEPHONE: (914) 723-4300 E-MAIL: mail@lsmag.com FACSIMILE: (914) 723-4301
LACKENBACH SIEGEL MARZULLO ARONSON & GREENSPAN, P.C.
Lackenbach Siegel Building • One Chase Road • Scarsdale, New York 10583 U.S.A.

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 68

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

EMPRESA CUBANA DEL TABACO d/b/a CUBATABACO, Plaintiff, v. CULBRO CORPORATION and GENERAL CIGAR CO., INC., Defendants.	Civil Action No. 97 Civ. 8399 (RWS) DECLARATION OF DAVID M. DANZIGER

DAVID M. DANZIGER, declares and says:

1. I have been employed as the Executive Vice President of Marketing and Sales for General Cigar Co., Inc. ("General Cigar") since January 1999, and have worked for General Cigar since January 1996.

2. I make this affidavit in support of Defendants' Opposition to Plaintiff's Motion to Modify Schedule and For Sanctions.

3. Since General Cigar's introduction of the COHIBA red-dot cigar in 1997, General Cigar's marketing department has undergone numerous changes. The marketing department has changed offices and none of General Cigar's marketing department employees from 1997 are still with the company.

4. In the Spring of 1999, General Cigar's marketing and sales department moved from Bloomfield, Connecticut to New York City. During the transition, the marketing department's files were stored in both ~~Windsor,~~ Bloomfield Connecticut and New York City for about six months before the files were consolidated in New York. It is believed that a number of files

were misplaced in connection with the move to New York City, and in the subsequent relocation of the Bloomfield office to Windsor, Connecticut.

5. John Rano, Austin McNamara and John Geoghegan were responsible for General Cigar's marketing department, including market research and surveys from at least 1994 until the marketing department moved from Bloomfield, Connecticut to New York City. Austin McNamara left the company in the Spring of 1998. In the Spring of 1998, John Rano left the marketing department to head General Cigar's new product development and tobacco departments. He then left the company in the Summer of 1999. Mr. Geoghegan left the company in the Summer of 1999.

6. Four different people have served as General Cigar's manager of marketing research since 1997. The duties of the manager of marketing research have included coordinating with companies retained to conduct market research surveys and reports for General Cigar and maintaining the files of market research surveys and reports.

7. During the period General Cigar launched the red-dot COHIBA in 1997, Amy Lineberger served as the manager of marketing research. Ms. Lineberger tragically passed away in 1997. Steve Ieraci was subsequently promoted to replace Ms. Lineberger. Mr. Ieraci opted not to move to New York when General Cigar relocated, and resigned from the company in 1999.

8. In early 2000, Melanie Alston was hired to replace Mr. Ieraci. After a few months, Ms. Alston resigned. After the position of manager of marketing research remained vacant for approximately six months, Harry Ann Pearce was hired to replace Ms. Alston in November 2000.

9. Under penalty of perjury, I declare that the foregoing is true and correct.

Executed on: October 3, 2001.

DAVID M. DANZIGER

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 69
GCP 00333-334

Culbro Corporation

387 Park Avenue South
New York, NY 10016-8899
212/561-8700
Telex: 325896
Cable: CULBROCORP NYK

Culbro

March 20, 1987

Dickerson M. Downing, Esq.
Morgan & Finnegan
345 Park Avenue
New York, N. Y. 10154

Re: 246-TM- (See Below)
Registration Nos. (As Indicated)

Dear Dick:

Confirming our telephone conversation of March 19th, concerning the United States trademark registrations which were not re-assigned to General Cigar Co., Inc., the Delaware corporation by Culbro Corporation, we intend to allow the following registrations in the United States Patent & Trademark Office to run to expiration in the Culbro name. If Section 8 Declarations become due, or an action by a third party arises, please inform us so we may consider early abandonment as we do not wish to incur extra expense with these registrations.

The marks not re-assigned are:

Registration No.	Trademark	Reg./Exp/ Date	Docket No.
303,038	Girard	05091933/93	GC-TM-217
509,912	Roymont	06071949/89	220
510,646	Lord Montan	06071949/89	221
673,753	Cinco	02101959/99	226
679,136	Alma Rica	05261959/99	227
680,319	La Mia	06161959/99	228
700,054	Cigarine	06281960/00	016
747,808	Carola	04091963/03	256
747,809	La Mega	04091963/03	229
826,006	Brigadoon	03311967/87	072
826,007	Dealer's Choice	03311967/87	073
846,106	Hourglass	03191968/88	240
851,766	Viva	07021968/88	074
855,306	Pipe Dreams	02311970/90	246
887,020	Grand Award	03031970/90	247
892,726	Stiletto	06161970/90	088
897,237	Highwayman	08251970/90	248
906,486	Ole	01261971/91	063
938,512	New Breed	07251972/92	098
938,516	Centurion	07251972/92	251

Confidential:
Under Protective Order

	938,517	Legionnaire	07251972/92	252
	947,820	Talisman	01281972/92	100
	1,005,910	Spartacus	03041975/95	110
	1,006,454	Iota	03111975/95	107
	1,009,239	Big Sky	04211975/95	112
	1,013,682	Windwmill	06171977/97	113
	1,062,889	Dansk Luxus	04051977/97	253
	1,132,834	Curtain Call	04081980/00	134
*	1,152,801	Cienfuegos	04281981/01	131

* Finish present minor action previously initiated on Section 8 Declaration.

Very truly yours,

Charles H. Sparkes

cc: D. Burgh
R. Milstein

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 70
GCP 000361

OFFICE MEMORANDUM
MORGAN & FINNEGAN

From: D.M. Downing

Date: March 20, 1987

To: File 246-TM-Gen

Subject: Culbro Trademark Registrations

Charles Sparkes has informed me that the following registrations were deliberately not assigned to General Cigar in 1987 at the time most of the other marks were assigned from Culbro to General Cigar. It is expected that Culbro will allow these marks to expire as they come up for renewal. However, we have been instructed to contact the client at the appropriate times for confirmation.

REG. NO.	MARK	OUR REF.
303,038	GIRARD	246-TM-217
509,912	ROYMONT	246-TM-220
510,646	LORD MONTAN	246-TM-221
673,753	CINCO	246-TM-226
679,136	ALMA RICA	246-TM-227
680,319	LA MIA	246-TM-228
700,054	CIGARINE	246-TM-016
747,808	CARLOA	246-TM-256
747,809	LA MEGA	246-TM-229
826,006	BRIGADOON	246-TM-072
826,007	DEALERS CHOICE	246-TM-073
846,106	HOURGLASS	246-TM-240
851,766	VIVA	246-TM-074
885,306	PIPE DREAMS	246-TM-246
887,020	GRAND AWARD	245-TM-247
892,726	STILETTO	245-TM-088
897,327	HIGHWAYMAN	246-TM-248
906,486	OLE	246-TM-063
938,512	NEW BREED	246-TM-098
938,516	CENTURIAN	246-TM-251
938,517	LEGIONNAIRE	246-TM-252
947,820	TALISMAN	246-TM-100
1,005,910	SPARTACUS	246-TM-110
1,006,454	IOTA	246-TM-107
1,009,239	BIG SKY	246-TM-112
1,013,682	WIND MILL	246-TM-113
1,062,889	DANSK LUXUS	246-TM-253
1,132,834	CURTAIN CALL	246-TM-134
1,152,801	CIENFUEGOS	246-TM-131

DMD:dc

DMD

Confidential And Privileged

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 71
GC001852-1854

1/spec

246-TM-136 TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK EXAMINING OPERATIONS

MAIL ROOM 19 JUL 16 1986 PAT & TRADE MARK OFF.

Registrant	:	CULBRO CORPORATION a New York corporation
Address	:	387 Park Avenue South New York, New York 10016
Mark	:	COHIBA
Registration No.	:	1,147,309
Registration Date	:	February 17, 1981
Class	:	International 34

DECLARATION UNDER SECTIONS 8 AND 15
OF THE TRADEMARK ACT OF 1946

To The Hon Commissioner of Patents
and Trademarks
U.S. Patent and Trademark Office
Washington, D.C. 20231

S I R:

Henry D. Whitehill, Sr. Vice President/Secr., of Registrant, hereby declares that Registrant owns the above-identified Registration as shown by the records of the Patent & Trademark Office; that the mark shown therein is still in use, as evidenced by the attached specimen showing the mark as currently used; that the mark shown therein has been in continuous use in interstate commerce for five consecutive years from February 17, 1981 to the present, on the items recited in the registration, namely: CIGARS; that there has been no final decision adverse to registrant's claim of ownership of said mark

1128

240 07/24/86 1147309 2 311 200.00 CK

GC 001852

or to its right to register the same, or to maintain it on the register, and that there is no proceeding involving any of said rights pending and not disposed of either in the Patent and Trademark Office or in the courts.

Registrant hereby appoints George B. Finnegan, Jr.; Granville M. Pine; John D. Foley, P.C.; Jerome G. Lee, P.C.; Thomas P. Dowling, P.C.; John A. Diaz, P.C.; Warren H. Rotert; John C. Vassil, P.C.; Alfred P. Ewert; David H. Pfeffer; Harry C. Marcus; Robert E. Paulson; Stephen R. Smith; Kurt E. Richter; J. Robert Dailey; Eugene Moroz; John F. Sweeney; Arnold I. Rady; Christopher A. Hughes; William S. Feiler; Janet Dore; Joseph A. Calvaruso; James W. Gould and Richard C. Komson, and each of them as its attorneys to prosecute this application to register, to transact all business in the Patent & Trademark Office in connection therewith, and to receive the certificate. Please address all correspondence to:

MORGAN & FINNEGAN
345 Park Avenue
New York, New York 10154

Henry D. Whitehill further declares that the facts set forth herein are true; that all statements made herein of his own knowledge are true, that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are

GC 001853

punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of this declaration and the registration in connection with which it is filed.

CULBRO CORPORATION

By [signature]

Dated June 23, 1986

GC 001854

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 72
GC 007921

G(.ral Cigar & Tobacco Co. a division of Culbro Corporation (bro

ACCOUNTING/ORDER

INQUIRIES TO → U. S Route 130 at Georges Road
P.O. Box 2000
Dayton, N J. 08810

123

DATE MO. DAY YR	ALWAYS REFER TO. INVOICE NO	PAGE
02/13/78	1-G-140158	1 OF 1

SOLD TO

MIKES CIGAR MIAMI BEACH
P O BOX 3065
MIAMI BEACH FLA 33140

CUSTOMER CODES	
O E.	A/R
146300	3287

SHIP TO

MIKES CIGAR
14 465 ARTHUR GODFREY RD
MIAMI BEACH FLA 33140

TERMS NET 30

FACTORY	DOC #	ACTIVITY
13	7693	45

CUST. REF. NO	SHIPPED VIA	SHIPPED FROM
000131		PHILIPSBURG

*	ITEM DESCRIPTION	PACKING	CODE	QUANTITY	U/M	PRICE	PER	AMOUNT
	CONFIRMATION							
	COHIBA	50	6676	100	EA	34.50	M	3.45
	CIENFUEGOS	50	6677	100	EA	34.50	M	3.45

6.90

REMIT TO ▶ P. O. BOX 4301
CHURCH STREET STATION
NEW YORK, N Y 10007

TOTAL DUE
PAY THIS AMOUNT

ALL ORDERS ACCEPTED SUBJECT TO PRICE PREVAILING ON THE DATE OF SHIPMENT

ALL SHIPMENTS F O B OUR FACTORIES AT CONSIGNEES RISK FREIGHT ALLOWED

NO GOODS WILL BE ACCEPTED FOR RETURN WITHOUT OUR PRIOR APPROVAL

* DENOTES PARTIAL SHIPMENT

Confidential:
Under Protective Order

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

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Norman Summary Judgment Ex. 73
Pl. Dep. Ex. 232
GC007330A-7337A

General Cigar Co., Inc.

a compan... Culbro Corporation

ORGANIZATION

UNITS AND DOLLARS IN THOUSANDS

NATIONAL REPORT

PAGE 1

ISSUE DATE 01/04/88

MONTH OF DECEMBER 1987 VERSUS 1986

UNITS THIS MONTH THIS YEAR	LAST YEAR	%	DOLLARS THIS MONTH THIS YR	LAST YR	%	DESCRIPTION	DECEMBER UNITS YEAR TO DATE THIS YEAR	LAST YEAR	%	DOLLARS YEAR TO DATE THIS YEAR	LAST YEAR	%
						WO INVINCIBLE						
						WO PERF SPECIAL						
						WO TIPS						
						WO RANGER						
						WO PAN DELUXE						
						WO DIPLOMAT						
						WO NEW YORKER						
						*** TOTAL ***						
						WO MINIATURE						
						WO CORONETTA						
						WO DEMI-TIP						
						WO L HALF CORONA						
						*** TOTAL ***						
						WO COR DARK						
						WO PALMA						
						*** TOTAL ***						
						WP PERFECTO						
						WP SWEETS						
						WP PANATELA						
						WP PLNTR TIP						
						*** TOTAL ***						
						WP WILLOW						
						WP WILLOW TIP						
						WP WILLOW WINE						
						WP BRAVES						
						*** TOTAL ***						
						RB PANATELA						
						RB BLK WATCH						
						RB MACDUFF						
						RB DINO						
						*** TOTAL ***						
						RB CIGARILLO						

P/15

DEPOSITION
EXHIBIT # 232
FOR ID TRN
11-7-00

REDACTED

GC 007330A
Confidential-
Under Protective Order

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------

NATIONAL REPORT

ISSUE DATE 01/04/88

MONTH OF DECEMBER 1987 VERSUS 1986

UNITS THIS MONTH THIS YEAR	LAST YEAR	%	DOLLARS THIS MONTH THIS YR	LAST YR	%	DESCRIPTION	DECEMBER UNITS YEAR TO DATE THIS YEAR	LAST YEAR	%	DOLLARS YEAR TO DATE THIS YEAR	LAST YEAR	%
						*** TOTAL ***						
						VD PERFECTO						
						VD STRAIGHT						
						*** TOTAL ***						
						GV BRAVURA						
						GV PAN DELUXE						
						GV SENATORS						
						GV ELEGANTE						
						GV GALLANTE						
						GV REGALOS						
						GV NAPOLEONS						
						GV ENG CORONA						
						GV GRANADA						
						GV BOUQUETS						
						GV ROMEROS						
						GV BLUNTS						
						GV GRAN CORONA						
						GV GRAN PREMIO						
						GV CORONA LARGA						
						GV CHURCHILLS						
						GV PRESIDENTE						
						GV DELGADO PAN						
						*** TOTAL ***						
						GV CIGARILLOS						
						GV CHICOS						
						GV TIPS						
						GV WHIFFS						
						GV MINI						
						*** TOTAL ***						
						GV DISCONTINUED						
						*** TOTAL ***						
						WEBSTER 6 WED						
						WEBSTER PAN TALL						

REDACTED

GC 007331A
Confidential:
Under Protective Order

General Cigar Co., Inc.

A Company of Culbro Corporation

ORGANIZATION

UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------
NATIONAL REPORT

PAGE 3

ISSUE DATE 01/04/88

MONTH 01 DECEMBER 1987 VERSUS 1986

UNITS THIS MONTH THIS YEAR	LAST YEAR	%	DOLLARS THIS MONTH THIS YR	LAST YR	%	DESCRIPTION	DECEMBER UNITS YEAR TO DATE THIS YEAR	LAST YEAR	%	DECEMBER DOLLARS YEAR TO DATE THIS YEAR	LAST YEAR	%
						*** TOTAL ***						
						TIPARILLO R						
						TIPARILLO M						
						TIPARILLO A						
						*** TOTAL ***						
						TJ SMALLS M						
						TJ SMALLS A						
						TJ SMALLS R						
						TJ SML C						
						*** TOTAL ***						
						GL ROYALE						
						*** TOTAL ***						
						GL SWAGGER						
						GL DINO						
						*** TOTAL ***						
						GL PALMA IMP						
						GL JAGUAR IMP						
						GL PAN GR IMP						
						*** TOTAL ***						
						C D'ORO CORONAS						
						C D'ORO FINOS						
						C D'ORO INMENSOS						
						C D'ORO LONSDALE						
						C D'ORO VISTA						
						C D'ORO SUPREMOS						
						C D'ORO ROTH						
						*** TOTAL ***						
						C D'ORO BABIES						
						*** TOTAL ***						
						MAC CAVIAR						

REDACTED

GC 007332A
Confidential-
Under Protective Order

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

UNITS AND DOLLARS IN THOUSANDS

H-45 REPORT

NATIONAL REPORT

PAGE 4

ISSUE DATE 01/04/88

MONTH of DECEMBER 1987 VERSUS 1986

UNITS THIS MONTH THIS YEAR	LAST YEAR	%	DOLLARS THIS MONTH THIS YR	LAST YR	%	DESCRIPTION	DECEMBER UNITS YEAR TO DATE THIS YEAR	LAST YEAR	%	DECEMBER DOLLARS YEAR TO DATE THIS YEAR	LAST YEAR	%
						MAC QUILL						
						MAC CLAYBOURNE						
						MAC SOMERSET						
						MAC LD CLARIDGE						
						MAC DUK DEVON						
						MAC PETIT CORONA						
						MAC E LONSDALE						
						MAC PORTOFINO						
						MAC HAMP COURT						
						MAC ROTHSCHILD						
						MAC SOVERIGN						
						MAC AMATISTA						
						MAC PR PHILIP						
						MAC DUK WELL						
						*** TOTAL ***	10,776	10,582		13,202	12,384	
						MAC VINT CAB I						
						MAC VINT CAB II						
						MAC VINT CAB III						
						MAC VINT CAB IV						
						*** TOTAL ***	102	70		267	182	
						MAC ASCOT						
						*** TOTAL ***	2,992	2,355		961	746	
						PARTAGAS #1						
						PARTAGAS #2						
						PARTAGAS #3						
						PARTAGAS #4						
						PARTAGAS #6						
						PARTAGAS #7						
						PARTAGAS #8						
						PARTAGAS SABROSO						
						PARTAGAS HUMITUB						
						PARTAGAS 6-9-8						
						PARTAGAS #10						
						PARTAGAS #9						
						PARTAGAS TUBO						

REDACTED

GC 007333A
Confidential:
Under Protective Order

General Cigar Co., Inc.

a company of Cubana Corporation

ORGANIZATION

UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------

NATIONAL REPORT

ISSUE DATE 01/04/88

MONTH of DECEMBER 1987 VERSUS 1986

UNITS THIS MONTH THIS YEAR	LAST YEAR	%	DOLLARS THIS MONTH THIS YR	LAST YR	%	DESCRIPTION	DECEMBER UNITS YEAR TO DATE THIS YEAR	LAST YEAR	%	YEAR TO DATE DOLLARS YEAR TO DATE THIS YEAR	LAST YEAR	%
						PARTAGAS MADURO						
						PARTAGAS #5						
						*** TOTAL ***	3,824	4,267		5,145	5,564	
						PARTAGAS PURITO						
						*** TOTAL ***	1,323	1,257		459	406	
						R ALLONES REDNDO	—					
						R ALLONES A	—					
						R ALLONES B	—					
						R ALLONES PRIV	—					
						R ALLONES D	—					
						R ALLONES TRUMP	—					
						R ALLONES CRYSTL						
						*** TOTAL ***						
						SHK BREVA	—					
						SHK DIPLOMAT	—					
						SHK AMBASSADOR	—					
						SHK CHURCHILL	—					
						SHK IMPERIAL	—					
						SHK LONSDALE	—					
						SHK CORONA	—					
						SHK PANATELA	—					
						*** TOTAL ***	—					
						DOM #1	—					
						DOM #2	—					
						DOM #3	—					
						DOM #4						
						DOM #4 MADURO	—					
						DOM ROYALE TUBE	—					
						*** TOTAL ***	—					
						BOLIVAR PNATLITA	—					
						BOLIVAR BEL FINO	—					
						BOLIVAR CORONA E	—					
						BOLIVAR CORONA G	—					

REDACTED

GC 007334A
Confidential:
Under Protective Order

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------
NATIONAL REPORT

ISSUE DATE 01/04/88

MONTH OF DECEMBER 1987 VERSUS 1986

UNITS THIS MONTH THIS YEAR	UNITS THIS MONTH LAST YEAR	%	DOLLARS THIS MONTH THIS YR	DOLLARS THIS MONTH LAST YR	%	DESCRIPTION	DECEMBER UNITS YEAR TO DATE THIS YEAR	DECEMBER UNITS YEAR TO DATE LAST YEAR	%	YEAR TO DATE DOLLARS YEAR TO DATE THIS YEAR	YEAR TO DATE DOLLARS YEAR TO DATE LAST YEAR	%
						BOLIVAR BOLIVARE						
						*** TOTAL ***						
1						COHIBA #1	4	4		1	2	
						COHIBA #2		1			1	
						COHIBA #3						
1						*** TOTAL ***	3	5			2	
						TEMPLE HALL #30						
						TEMPLE HALL #31						
						TEMPLE HALL #32						
						TEMPLE HALL #33						
						*** TOTAL ***						
						SECONDS						
						*** TOTAL ***						
						DISCONTINUED						
						*** TOTAL ***						
						D JEEP LIGHTER						
						D'JEEP IMPRINTED						
						*** TOTAL ***						
						NOVELTY						
						*** TOTAL ***						
						TOTAL REG LARGE						
						TOTAL H G LARGE						
						TOTAL LARGE CIG						
						TOTAL SMALL CIG						
						SECONDS						
						DISCONTINUED						
						TOTAL CIGARS						
						TOTAL SMOKING						
						TOTAL LIGHTER						
						TOTAL NOVELTY						

REDACTED

GC 007335A
Confidential:
Under Protective Order

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

UNITS AND DOLLARS IN THOUSANDS

H-45 REPORT

NATIONAL REPORT

PAGE 7

ISSUE DATE 01 / 04 / 88

MONTH OF DECEMBER 1987 VERSUS 1986

UNITS THIS MONTH THIS YEAR	LAST YEAR	%	DOLLARS THIS MONTH THIS YR	LAST YR	%	DESCRIPTION	DECEMBER UNITS YEAR TO DATE THIS YEAR	LAST YEAR	%	YEAR TO DATE DOLLARS YEAR TO DATE THIS YEAR	LAST YEAR	%
						TOTAL DOLLARS						

REDACTED

GC 007336A
Confidential,
Under Protective Order

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

UNITS / DOLLARS IN THOUSANDS

----------H-45 REPORT----------

NATIONAL REPORT

PAGE 8

ISSUE DATE 01/04/88

DECEMBER 1987 VERSUS 1986						DESCRIPTION	DECEMBER			YEAR TO DATE		
UNITS THIS MONTH			DOLLARS THIS MONTH				UNITS YEAR TO DATE			DOLLARS YEAR TO DATE		
THIS YEAR	LAST YEAR	%	THIS YR	LAST YR	%		THIS YEAR	LAST YEAR	%	THIS YEAR	LAST YEAR	%
						GRAND TOT DOLLAR						

REDACTED

GC 007337A
Confidential:
Under Protective Order

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 74
Pl. Dep. Ex. 248
GC007456A-7463A

General Cigar Co., Inc.

a company of Culbro Corporation

* UNITS AND DOLLARS IN THOUSANDS

ORGANIZATION

ZONE	REGION	CITY	TERR	CUST

----------H-45 REPORT----------
NATIONAL REPORT

PAGE 1

ISSUE DATE 03/10/97

MONTH of FEBRUARY 1997 VERSUS 1996

UNITS THIS MONTH THIS YEAR	UNITS THIS MONTH LAST YEAR	%	DOLLARS THIS MONTH THIS YR	DOLLARS THIS MONTH LAST YR	%	DESCRIPTION	YEAR TO DATE FEBRUARY UNITS YEAR TO DATE THIS YEAR	UNITS YEAR TO DATE LAST YEAR	%	DOLLARS YEAR TO DATE THIS YEAR	DOLLARS YEAR TO DATE LAST YEAR	%
						MAC CAVIAR						
						MAC QUILL						
						MAC CLAYUDURNE						
						MAC SOMERSET						
						MAC LD CLARIDGE						
						MAC DUK DEVON						
						MAC PETIT CORON.						
						MAC E LONSDALE						
						MAC PORTOFINO						
						MAC HAMP COURT						
						MAC ROTHSCHILD						
						MAC SOVERIGN						
						MAC AMATISTA						
						MAC PR PHILIP						
						MAC DUK WELL						
						MAC HYDE PARK						
						MAC TRUMP						
						MAC CRYSTAL B						
						MAC PRINCE WALES						
						MAC DUKE OF WIND						
						MAC ASHTRAY						
						*** TOTAL ***	3,037	2,511		7,472	5,472	
						MAC ASCOT						
						MAC MINIATURE						
						*** TOTAL ***	2,463	1,533		1,175	808	
						MAC VINT CAB I						
						MAC VINT CAB II						
						MAC VINT CAB III						
						MAC VINT CAB IV						
						MAC VINT CAB V						
						MAC VINT CAB VII						
						MAC VT CAB VIII						
						MAC VT CAB XX						
						MAC VT CAB VI						
						*** TOTAL ***	663	164		4,510	686	

REDACTED

p/45
DEPOSITION
EXHIBIT # 248
FOR ID 7 TRN
11-7-00

GC 007455A
Confidential:
Under Protective Order

1-03-00

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

• UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------
NATIONAL REPORT

ISSUE DATE 03/10/97

MONTH of FEBRUARY 1997 VERSUS 1996						DESCRIPTION	YEAR TO DATE FEBRUARY					
UNITS THIS MONTH		%	DOLLARS THIS MONTH		%		UNITS YEAR TO DATE		%	DOLLARS YEAR TO DATE		%
THIS YEAR	LAST YEAR		THIS YR	LAST YR			THIS YEAR	LAST YEAR		THIS YEAR	LAST YEAR	
						JAM PR CHURCHILL						
						JAM PR DB CORONA						
						JAM PR IMPERIALS						
						JAM PR LONDSDALE						
						JAM PR CORONA						
						JAM PR LONDSDALE						
						JAM LEGACY #745						
						JAM PR RET CORON						
						JR ALT 6X49 CAFE						
						JR ALT 6.88X38 C						
						JR ALT 6X32 CAFE						
						*** TOTAL ***						
						PART 150 "A"						
						PART 150 "D"						
						PART 150 "AA"						
						PART 150 "C"						
						PART 150 ROBUSTO						
						PART 150 "B"						
						PART150 FIGURADO						
						PART 150 D.R.						
						*** TOTAL ***	1	9	88.9-	7	41	
						PARTAGAS #1						
						PARTAGAS #2						
						PARTAGAS #3						
						PARTAGAS #4						
						PARTAGAS #6						
						PARTAGAS #8						
						PARTAGAS SABROSO						
						PARTAGAS HUMITUI						
						PARTAGAS 8-9-8						
						PARTAGAS #10						
						PARTAGAS TUBOS						
						PARTAGAS MADURO						
						PARTAGAS #5						
						PART NATURALES						
						PART USTO 25						

REDACTED

GC 007457A
Confidential:
Under Protective Order

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

ZONE REGION DIV TERR CUST

* UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------

NATIONAL REPORT

ISSUE DATE 03/10/97

MONTH of FEBRUARY 1997 VERSUS 1996

DESCRIPTION	UNITS THIS MONTH THIS YEAR	UNITS THIS MONTH LAST YEAR	%	DOLLARS THIS MONTH THIS YR	DOLLARS THIS MONTH LAST YR	%	YEAR TO DATE FEBRUARY UNITS YEAR TO DATE THIS YEAR	UNITS YEAR TO DATE LAST YEAR	%	DOLLARS YEAR TO DATE THIS YEAR	DOLLARS YEAR TO DATE LAST YEAR	%
PART ALMIRANTE												
PART ARISTOCRAT												
PART ANNIVERSARI												
PART ASHTRAY												
*** TOTAL ***							1,487	953		3,967	2,334	
PARTAGAS REGALE												
PARTAGAS ROYALE												
PART LR ROBUSTO												
PART LR EPICURE												
*** TOTAL ***							43			298		
PARTAGAS PURITO												
*** TOTAL ***							427	392		285	233	
C D'ORO CORONAS												
C D'ORO FINOS												
C D'ORO INMENSOS												
C D'ORO LONSDALE												
C D'ORO VISTA												
C D'ORO SUPREMOS												
C D'ORO ROTH												
*** TOTAL ***												
C D'ORO BABIES												
*** TOTAL ***												
R ALLONES REDNDO												
R ALLONES A												
R ALLONES B												
R ALLONES PRIV												
R ALLONES D												
R ALLONES TRUMP												
R ALLONES CRYSTL												
*** TOTAL ***												
SHK OREVA												
SHK [illegible] ONAT												

REDACTED

GC 007458A
Confidential:
Under Protective Order

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

+ UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------
NATIONAL REPORT

PAGE 4

ISSUE DATE 03/10/97

MONTH of FEBRUARY 1997 VERSUS 1996

UNITS THIS MONTH THIS YEAR	LAST YEAR	%	DOLLARS THIS MONTH THIS YR	LAST YR	%	DESCRIPTION	YEAR TO DATE FEBRUARY UNITS YEAR TO DATE THIS YEAR	LAST YEAR	%	DOLLARS YEAR TO DATE THIS YEAR	LAST YEAR	%
						SHK CHURCHILL						
						SHK IMPERIAL						
						SHK LONSDALE						
						SHK CORONA						
						*** TOTAL ***						
						BOLIVAR PNATLITA						
						BOLIVAR CORONA E						
						BOLIVAR CORONA G						
						BOLIVAR BOLIVARE						
						BOL PANATELAS						
						BOL CORONA GORDA						
						BOLIVAR LONSDALE						
						*** TOTAL ***						
						TEMPLE HALL #700						
						TEMPLE HALL #675						
						TEMPLE HALL #550						
						TEMPLE HALL #625						
						TEMPLE HALL #685						
						TEMPLE HALL #500						
						TEMPLE HALL 450M						
						T. H. BELICOSOS						
						*** TOTAL ***						
3			10			COHIBA CORONA ES	21	13	61.5	66	36	83.3
18	1	+100+	61	3	+100+	COHIBA ESPLENDID	25	10	+100+	87	30	+100+
6			19			COHIBA ROBUSTOS	15	3	+100+	49	10	+100+
26	1	+100+	91	3	+100+	*** TOTAL ***	60	27	+100+	202	75	+100+
						GV BRAVURA						
						GV PAN DELUXE						
						GV SENATORS						
						GV ELEGANTE						
						GV GALLANTE						
						GV NAPOLEONS						
						GV ENG CORONA						
						GV GR A						

REDACTED

GC 007459A
Confidential:
Under Protective Order

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

* UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------
NATIONAL REPORT

ISSUE DATE 03/10/97

MONTH of FEBRUARY 1997 VERSUS 1996

UNITS THIS MONTH		%	DOLLARS THIS MONTH		%	DESCRIPTION	YEAR TO DATE UNITS YEAR TO DATE		%	DOLLARS YEAR TO DATE		%
THIS YEAR	LAST YEAR		THIS YR	LAST YR			THIS YEAR	LAST YEAR		THIS YEAR	LAST YEAR	
						GV BOUQUETS						
						GV ROMEROS						
						GV BARONS						
						GV GRAN CORONA						
						GV GRAN PREMIO						
						GV PRESIDENTE						
						GV DELGADO PAN						
						GV CRYSTALS #100						
						GV CRYSTALS #200						
						GV MADURO						
						JP 1/2 CORONA						
						JP PANATELLA						
						*** TOTAL ***						
						GVU PR CHURCHILL						
						GVU PR LONDSDALE						
						GVU PR CORONA						
						*** TOTAL ***						
						GV CIGARILLOS						
						GV CHICOS						
						GV TIPS						
						GV WHIFF CUNDISH						
						GV WHIFFS						
						GV MINI						
						*** TOTAL ***						
						WO INVINCIBLE						
						WO RANGER						
						WO PAN DELUXE						
						WO NEW YORKER						
						WO SPORTS						
						*** TOTAL ***						
						WO MINIATURE SINC						
						WO MINIATURE						
						WO CORONETTA						
						WO DE TIP						

REDACTED

GC 007460A
Confidential:
Under Protective Order

General Cigar Co., Inc.

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ORGANIZATION

* UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------
NATIONAL REPORT

PAGE 6

ISSUE DATE 03/10/97

MONTH of FEBRUARY 1997 VERSUS 1996						DESCRIPTION	YEAR TO DATE					
UNITS THIS MONTH			DOLLARS THIS MONTH				UNITS YEAR TO DATE			DOLLARS YEAR TO DATE		
THIS YEAR	LAST YEAR	%	THIS YR	LAST YR	%		THIS YEAR	LAST YEAR	%	THIS YEAR	LAST YEAR	%
						*** TOTAL ***						
						WO SEL IMPERIAL						
						WO SEL REGENT						
						WO SEL MONARCH						
						*** TOTAL ***						
						WO SEL SQUIRE						
						WO MINIATURE						
						WO SEL DARTS						
						WO WINKS						
						*** TOTAL ***						
						WP PERFECTO						
						WP PANATELA						
						*** TOTAL ***						
						WP WILLOW TIP						
						WP WILLOW TIP S						
						WP BRAVES						
						*** TOTAL ***						
						RB BLK WATCH						
						*** TOTAL ***						
						RB CIGARILLO						
						*** TOTAL ***						
						TIPARILLO R						
						TIPARILLO M						
						TIPARILLO SWEETS						
						TIPARILLO A						
						*** TOTAL ***						
						TJ SMALLS A						
						TJ SMALLS R						
						TJ SML C						
						*** T L ***						

REDACTED

GC 007461A
Confidential:
Under Protective Order

General Cigar Co., Inc.

a company of Culbro Corporation

• UNITS AND DOLLARS IN THOUSANDS

ORGANIZATION

----------H-45 REPORT----------
NATIONAL REPORT

ISSUE DATE 03/10/97

MONTH of FEBRUARY 1997 VERSUS 1996

UNITS THIS MONTH		%	DOLLARS THIS MONTH		%	DESCRIPTION	YEAR TO DATE FEBRUARY UNITS YEAR TO DATE		%	DOLLARS YEAR TO DATE		%
THIS YEAR	LAST YEAR		THIS YR	LAST YR			THIS YEAR	LAST YEAR		THIS YEAR	LAST YEAR	
						SECONDS						
						*** TOTAL ***						
						D'JEEP LIGHTER						
						D'JEEP JR INTRO						
						D'JEEP MARLBORO						
						MARLBORO B PKS						
						D'JEEP IMPRINTED						
						*** TOTAL ***						
						MAC NECKTIES						
						TEE SHIRTS						
						PIQUE POLO SHIRT						
						PIQUE FLEECE SWE						
						DYED SWEATSHIRTS						
						CREW FLEECE SWEA						
						HATS						
						L C W JACKETS						
						WINDBREAKER JACK						
						DENIM SHIRT BC						
						DENIM JACKETS						
						ART OF CIG VIDEO						
						VESTS						
						ZIP PULLOV SHIRT						
						*** TOTAL ***						
						MAC CLUB CHAIR						
						MAC PARIS CHAIR						
						*** TOTAL ***						
						DISCONTINUED						
						*** TOTAL ***						
						NON RETURN $						
						*** TOTAL ***						
						D'JEEP LIGHTER						
						*** TOTAL ***						

REDACTED

GC 007482A
Confidential:
Under Protective Order

1-03

General Cigar Co., Inc.

a company of Culbro Corporation

ORGANIZATION

* UNITS AND DOLLARS IN THOUSANDS

----------H-45 REPORT----------
NATIONAL REPORT

PAGE 8

ISSUE DATE 03/ 10/ 97

MONTH of FEBRUARY 1997 VERSUS 1996

DESCRIPTION	UNITS THIS MONTH THIS YEAR	UNITS THIS MONTH LAST YEAR	%	DOLLARS THIS MONTH THIS YR	DOLLARS THIS MONTH LAST YR	%	UNITS YEAR TO DATE THIS YEAR	UNITS YEAR TO DATE LAST YEAR	%	DOLLARS YEAR TO DATE THIS YEAR	DOLLARS YEAR TO DATE LAST YEAR	%
TOTAL PREM LARGE							6,439	4,486		18,175	9,279	
TOTAL PREM SMALL							2,927	1,965		1,477	1,056	
TOTAL G V LARGE												
TOTAL G V SMALL												
TOTAL A O LARGE												
TOTAL A O SMALL												
ACTIVE CIGARS												
SECONDS												
DISCONTINUED												
TOTAL CIGARS												
TOTAL LIGHTERS												
TOTAL APPAREL												
TOTAL APPAREL												
PROD DOLLARS												
NON RETURN $												
GRAND TOT DOL												

REDACTED

GC 007463A
Confidential:
Under Protective Order

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 75
GC 007916-7917

General Cigar Company - Consolidated
Gross Sales Units / Dollars
1998 Business Plan
(amounts in thousands)

	UNITS			DOLLARS		
	1998 Plan	1998 Forecast	1997 Actual	1998 Plan	1998 Forecast	1997 Actual
MACANUDO LARGE						
PARTAGAS LARGE						
CANARIA D'ORO - LARGE						
COHIBA			509			3,066
CIFUENTES						
MACANUDO ROBUST						
BOLIVAR						
DON SEBASTIAN						
FLOR DE CANO						
OTHER PREMIUM						
PARTAGAS 150						
VINTAGE CABINET						
BUNDLES						
SUB-TOTAL LARGE						
MACANUDO SMALL						
PARTAGAS SMALL						
CANARIA D'ORO - SMALL						
MAC. MINIATURES						
SECONDS						
SUB-TOTAL SMALL						
PREMIUMS						
GARCIA Y VEGA LARGE						
GARCIA Y VEGA SMALL						
GARCIA Y VEGA						
WHITE OWL LARGE						
WHITE OWL SMALL						
WM. PENN LARGE						
WM. PENN SMALL						
RBT. BURNS LARGE						
CIGARILLO						

REDACTED

GC 007916
Confidential:
Under Protective Order

General Cigar Company

Consolidated - Net Sales - Units / Dollars

Period Ending April 29, 2000

(dollars in thousands)

	Current Month										Year-To-Date									
	Units					Dollars					Units					Dollars				
	Plan	Actual	% Var.	Last Year	% Var. Pr. Yr.	Plan	Actual	% Var.	Last Year	% Var. Pr. Yr.	Plan	Actual	% Var.	Last Year	% Var. Pr. Yr.	Plan	Actual	% Var.	Last Year	% Var. Pr. Yr.
PREMIUMS:																				
MACANUDO LARGE																				
PARTAGAS LARGE																				
PARTAGAS "S" SERIE																				
CANARIA D'ORO - LARGE																				
CRÈME DE JAMAICA		61		45			355		334			402		348			2,343		2,124	
COHIBA																				
CIFUENTES																				
DON SEBASTIAN																				
MACANUDO ROBUST																				
MACANUDO MADURO																				
BOLIVAR																				
OTHER PREMIUM																				
PARTAGAS 150																				
VINTAGE CABINET																				
VILLAZON																				
FLOR DE CANO																				
NASCAR																				
BUNDLES																				
SUB-TOTAL LARGE																				
MACANUDO SMALL																				
PARTAGAS MINIATURES																				
PARTAGAS PURITOS																				
CANARIA D'ORO - SMALL																				
MAC. MINIATURES																				
SECONDS																				
COHIBA MINI																				
SUB-TOTAL SMALL																				
PREMIUMS																				
RETURNS/OTHER ADJ.																				
NET PREMIUMS SALES																				
DUEEP LIGHTERS																				
OTHER SALES/INCOME																				
NET SALES																				
MASS MARKET CIGARS																				
TOTAL NET SALES																				

REDACTED

GC 007918
Confidential:
Under Protective Order

General Cigar Company - Consolidated
Net Sales Units / Dollars
2000 Business Plan
(amounts in thousands)

	UNITS			DOLLARS		
	2000 Plan	1999 Actual	1998 Actual	2000 Plan	1999 Actual	1998 Actual
MACANUDO LARGE						
PARTAGAS LARGE						
PARTAGAS SERIE "S"						
CANARIA D'ORO - LARGE						
COHIBA		985	856		5,697	5,101
CIFUENTES						
DON SEBASTIAN						
MACANUDO ROBUST						
MACANUDO MADURO						
BOLIVAR						
OTHER PREMIUM						
PARTAGAS 150						
VINTAGE CABINET						
VILLAZON						
FLOR DE CANO						
BUNDLES						
SUB-TOTAL LARGE						
MACANUDO SMALL						
PARTAGAS MINIATURES						
PARTAGAS PURITOS						
CANARIA D'ORO - SMALL						
MAC. MINIATURES						
SECONDS						
COHIBA MINI		38	-		11	-
SUB-TOTAL SMALL/SECONDS						
Return / Other adjustments						
TOTAL PREMIUM SALES						
SHEET & TOBACCO						
APPAREL						
DJEEP LIGHTERS						
TOTAL UNITS / DOLLARS						

REDACTED

GC 007917
Confidential:
Under Protective Order

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 76
GC00006825-6826

4/18 cc: direct reports

They complained a little, but they bought the whole thing. Now lets do it. AM

General Cigar Co., Inc.
a company of
Culbro Corporation

Memorandum

To Edgar Cullman
Edgar Cullman, Jr. Location New York Date 04/03/95

From Austin McNamara Location CT Office

Subject: 1995 Plans

After careful consideration, we have come to a firm recommendation on what new products, programs and marketing initiatives we would like to field (and not field) for the remainder of 1995. Specifically, below outlines a recommendation on specific steps to be taken leading up to March of 1996.

As background, considering the restricted supply of tobacco, and our inability to perfect the Robust and Cohiba blends, we are making a conscious decision to delay new product introductions that will require substantial increase in tobacco usage. In addition, the recent acquisition of the extraordinary Cameroon tobacco, some from 1977, has led us to expand our plans for the Partagas 150th anniversary. Specific plans are as follows:

1. **Advertising** - Develop and launch breakthrough advertising campaigns for Macanudo, Vintage, Partagas, and Limited Reserve. As we have discussed, this is a top priority. We will make it happen. JK/JG.

2. **150th Special Edition of Partagas** - Pending confirmation of the quality of Spanish Cameroon, we recommend introducing an entire line of one-time products using Cameroon that has been aging since 1977. This is a once in a lifetime, explosive idea. Specifically, we can introduce a "Limited Edition" (a working name) of Partagas cigars in specially designated packaging to celebrate Partagas 150th anniversary. We are considering various packaging options (e.g. golden wrap set design, cedar boxes, special 50 and 100 cigar boxes); various names (Limited Edition, Series D, Deluxe, etc.). PC/DN/JR

   We would position this as a limited production using tobacco that has been aging for almost twenty years and sell them at very high prices – $8.00-$10.00 range. We would also introduce the super expensive anniversary boxes ($500 a box) and exclusive Limited Reserve versions ($25-$35 per cigar).

   We would envision special advertising, special programs, celebratory dinners, running an article in Cigar Aficionado, etc. Most importantly, we would do this in a big way - one million cigars ($1.0 to $1.5 million incremental profit). This is based on converting present production versus incremental volume.

PLAINTIFF'S EXHIBIT 128 1/7/00 AA

CONFIDENTIAL UNDER PROTECTIVE ORDER

GC006825

3. **Macanudo Miniatures** - We fully expect to execute this new product introduction by the RTDA. This introduction is not affected by our restrictions on tobacco, and has the potential of tapping into a whole new market for Macanudo. JR/DN/P.

4. **Special Programs** - We recommend focusing on the highly creative and distinctive programs that we have designed – Cigar of the Month, Wine/ Liquor Shops and Golf Shops. We need to fully leverage the business building potential behind these programs to insure that they reach maximum effect. BC/JG.

5. **Accessories** - Now with the Frank deal dead, we need to accelerate our development plans for this new business. DF/JR/JC

6. **Niche Brands** - We are going to repackage, reposition, and in some cases reintroduce our smaller brands. Our top priority brands will be Temple Hall, Canaria d'Oro and Bolivar in order to take advantage of the expanding market for small niche brands. Of course, we are also pursuing Vintage VIII Crystals, two new sizes of Limited Reserve, Macanudo, Partagas, and Temple Hall Belicoso size. DF/JR

7. **Garcia y Vega Hand Made** - Pending Brent's analysis of the CVS business, we recommend expanding Garcia y Vega Hand Made into a broader region (i.e. New England). The purpose of this is to gain broader knowledge of the product's acceptance. However, we are specifically recommending against national expansion of this idea until March of 1996. Again, because of the restrictions on our tobacco supply, we believe waiting on this initiative is the most prudent course of action. This project is related to rethinking Garcia y Vega entire long-term positioning. BC J.G.

8. **White Owl Select** - We believe this initiative has the potential to "break the rules of the game". The "Owl" packaging concepts, and potential advertising (print and/or television), represent a breakaway idea. We believe we could redefine what domestic cigars taste like. J.G.

Obviously, we are making conscious recommendations to not introduce specific new products or programs for the next nine to ten months. We all share a significant level of frustration about not taking advantage of the Robust and Cohiba concepts. If we had the tobacco, this recommendation would be different; but, we don't. The right time to do these is in early 1996, when tobacco is available. However, in the meantime, we encourage patience, while maximizing the initiatives we have now. agree

We would like specific agreement to these initiatives and recommended timetables.

CONFIDENTIAL UNDER
PROTECTIVE ORDER

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Norman Summary Judgment Ex. 102

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 28 04:49:35 EST 2001

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Logout *Please logout when you are done to release system resources allocated for you.*

Start List At: OR Jump to record: **19 Records(s) found (This page: 1 ~ 19)**

("Empresa cubana del tabaco")[OW] Refine Search

Current Search: S2: ("Empresa cubana del tabaco")[OW] docs: 19 occ: 19

	Serial Number	Reg. Number	Word Mark	Live/Dead Indicator
1	75226002		COHIBA	LIVE
2	75151529	2212119	LA CASA DEL HABANO	LIVE
3	75151226	2145804		LIVE
4	75011206	2128050	LA PERLA	LIVE
5	74576942	1948393	EDMUNDO DANTES LA HABANA CUBA	LIVE
6	74576941	1957322	EDMUNDO DANTES	LIVE
7	74576944	1965125	TTT TRINIDAD LA HABANA, CUBA	DEAD
8	74576950	1970911	LA CASA DEL HABANO	LIVE
9	74576949		LA CASA DEL HABANO	DEAD
10	74576948		CUBATABACO SELECTION LA HABANA CUBA	DEAD
11	74576947		CUBATABACO SELECTION	DEAD
12	74576943		TRINIDAD	DEAD
13	74060200		LOS STATOS DELUXE CIGARROS EXQUISITOS FINOS	DEAD
14	73729557	1653845	QUAI D'ORSAY	LIVE
15	73742915	1557163	BEHIKE	LIVE
16	73651673		MONTECRISTO	DEAD
17	73649521	1482648	QUALITY GUARANTEED CUBATABACO HAVANA	DEAD
18	73537928	1408861	MARIA GUERRERO	DEAD
19	73523552	1441404	BEHIQUE	DEAD

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 28 04:49:35 EST 2001

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Start List At: OR Jump to record: **Record 1 out of 19**

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

Typed Drawing

Word Mark	COHIBA
Translations	The English translation of the word "cohiba" is properly translated as "tobacco" or "to restrain".
Goods and Services	IC 034. US 002 008 009 017. G & S: raw tobacco; cigars; chewing tobacco; cigarettes; cut tobacco; matches; tobacco pipes not of precious metals; tobacco pipe holders not of precious metals; ashtrays not of precious metals; match boxes not of precious metals; cigar cases not of precious metals; and humidors not of precious metals
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75226002
Filing Date	January 15, 1997
Owner	(APPLICANT) **EMPRESA CUBANA DEL TABACO** CORPORATION CUBA Calle O'Reilly No. 104 Ciudad Habana CUBA
Attorney of Record	MICHAEL KRINSKY
Section 44 Indicator	SECT44
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 75226002

Registration Number: (NOT AVAILABLE)

Mark (words only): COHIBA

Current Status: Further action on the application has been suspended.

Date of Status: 2000-07-28

Filing Date: 1997-01-15

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMEG Law Office 108

CURRENT APPLICANT(S)/OWNER(S)

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1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

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raw tobacco; cigars; chewing tobacco; cigarettes; cut tobacco; matches; tobacco pipes not of precious metals; tobacco pipe holders not of precious metals; ashtrays not of precious metals; match boxes not of precious metals; cigar cases not of precious metals; and humidors not of precious metals

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PROSECUTION HISTORY

2000-01-12 - LETTER OF SUSPENSION MAILED

1999-12-01 - COMMUNICATION RECEIVED FROM APPLICANT

1999-11-16 - LETTER OF SUSPENSION MAILED

1999-10-25 - COMMUNICATION RECEIVED FROM APPLICANT

1999-05-17 - NON-FINAL ACTION MAILED

1999-04-01 - COMMUNICATION RECEIVED FROM APPLICANT

1999-04-01 - COMMUNICATION RECEIVED FROM APPLICANT

1998-10-06 - NON-FINAL ACTION MAILED

1998-07-24 - COMMUNICATION RECEIVED FROM APPLICANT

1998-01-26 - NON-FINAL ACTION MAILED

1997-12-04 - COMMUNICATION RECEIVED FROM APPLICANT

1997-08-14 - NON-FINAL ACTION MAILED

1997-08-06 - ASSIGNED TO EXAMINER

1997-07-31 - ASSIGNED TO EXAMINER

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Sat Feb 3 04:10:41 EST 2001

Logout Please logout when you are done to release system resources allocated for you.

Start List At: OR Jump to record: **Record 2 out of 19**

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

LA CASA DEL HABANO

Word Mark	LA CASA DEL HABANO
Translations	The English translation of "LA CASA DEL HABANO" is "the house of the Cuban cigar".
Goods and Services	IC 042. US 100 101. G & S: social club services, bar services, and restaurant services IC 035. US 100 101 102. G & S: retail store services featuring tobacco and smokers' accessories
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	260307 261127 261712
Serial Number	75151529
Filing Date	August 16, 1996
Published for Opposition	April 14, 1998
Registration Number	2212119
Registration Date	December 22, 1998
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** DBA CUBATABACO CORPORATION CUBA O'Reilly No. 104 Ciudad La Habana CUBA
Attorney of Record	MICHAEL KRINSKY
Section 44 Indicator	SECT44
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LA CASA DEL HABANO" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 75151529

Registration Number: 2212119

Mark

(words only): LA CASA DEL HABANO

Current Status: Registered.

Date of Status: 1998-12-22

Filing Date: 1996-08-16

Registration Date: 1998-12-22

Law Office Assigned: TMEG Law Office 107

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

retail store services featuring tobacco and smokers' accessories

social club services, bar services, and restaurant services

PROSECUTION HISTORY

1998-12-22 - REGISTERED-PRINCIPAL REGISTER

1998-05-01 - EXTENSION OF TIME TO OPPOSE FILED

1998-04-14 - PUBLISHED FOR OPPOSITION

1998-03-13 - NOTICE OF PUBLICATION

1998-01-17 - APPROVED FOR PUB - PRINCIPAL REGISTER

1997-12-13 - COMMUNICATION RECEIVED FROM APPLICANT

1997-10-02 - NON-FINAL ACTION MAILED

1997-08-06 - COMMUNICATION RECEIVED FROM APPLICANT

1997-02-07 - NON-FINAL ACTION MAILED

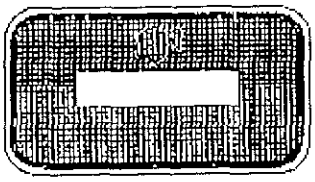
1997-01-27 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Sat Feb 3 04:10:41 EST 2001

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*



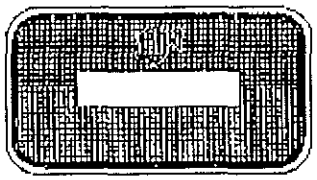
Goods and Services	IC 034. US 002 008 009 017. G & S: raw tobacco, cigars, cigarettes, cut tobacco, rappee, matches, tobacco, tobacco pipes, pipe-holders, ashtrays not of precious metal, match boxes, cigar cases not of precious metal, and humidors
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	020301 020302 020324 250301 250302 261120 261125
Serial Number	75151226
Filing Date	August 16, 1996
Published for Opposition	December 30, 1997
Registration Number	2145804
Registration Date	March 24, 1998
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** DBA CUBATABACO CORPORATION CUBA O'Reilly No. 104 Ciudad La Habana CUBA
Attorney of Record	MICHAEL KRINSKY
Section 44 Indicator	SECT44
Description of Mark	The mark consists of a rectangular design with rounded corners, a gold outline, the silhouette of a head of an Indian against a black and white dotted background, a white rectangle, and a gold rectangle. The mark is lined for the color gold. The boldly lined section of the drawing, however, does not indicate color, but is a feature of the mark.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 75151226

Registration Number: 2145804

Mark



Current Status: Registered.

Date of Status: 1998-03-24

Filing Date: 1996-08-16

Registration Date: 1998-03-24

Law Office Assigned: TMEG Law Office 107

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

raw tobacco, cigars, cigarettes, cut tobacco, rappee, matches, tobacco, tobacco pipes, pipe-holders, ashtrays not of precious metal, match boxes, cigar cases not of precious metal, and humidors

PROSECUTION HISTORY

1998-03-24 - REGISTERED-PRINCIPAL REGISTER

1997-12-30 - PUBLISHED FOR OPPOSITION

1997-11-28 - NOTICE OF PUBLICATION

1997-10-22 - APPROVED FOR PUB - PRINCIPAL REGISTER

1997-08-07 - COMMUNICATION RECEIVED FROM APPLICANT

1997-02-18 - NON-FINAL ACTION MAILED

1997-02-13 - ASSIGNED TO EXAMINER

1997-02-11 - ASSIGNED TO EXAMINER

1997-02-11 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

Attorney of Record: MICHAEL KRINSKY

Address:
MICHAEL KRINSKY

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 28 04:49:35 EST 2001

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

Typed Drawing

Word Mark	LA PERLA
Translations	The English translation of the words "LA PERLA" in the mark is "the pearl".
Goods and Services	IC 034. US 002 008 009 017. G & S: cured and uncured tobacco for smoking, chewing, snuff or cigarettes
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75011206
Filing Date	October 27, 1995
Published for Opposition	October 21, 1997
Registration Number	2128050
Registration Date	January 13, 1998
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** DBA CUBATABACO CORPORATION CUBA Calle O'Reilly No. 104 La Habana CUBA
Attorney of Record	Caroline Rule
Section 44 Indicator	SECT44
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 75011206

Registration Number: 2128050

Mark (words only): LA PERLA

Current Status: Registered.

Date of Status: 1998-01-13

Filing Date: 1995-10-27

Registration Date: 1998-01-13

Law Office Assigned: TMEG Law Office 105

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

cured and uncured tobacco for smoking, chewing, snuff or cigarettes

---

PROSECUTION HISTORY

1998-01-13 - REGISTERED-PRINCIPAL REGISTER

1997-10-21 - PUBLISHED FOR OPPOSITION

1997-09-19 - NOTICE OF PUBLICATION

1997-08-14 - APPROVED FOR PUB - PRINCIPAL REGISTER

1997-07-24 - COMMUNICATION RECEIVED FROM APPLICANT

1997-01-30 - NON-FINAL ACTION MAILED

1997-01-29 - PREVIOUS ALLOWANCE COUNT WITHDRAWN

1996-11-22 - APPROVED FOR PUB - PRINCIPAL REGISTER

1996-10-24 - COMMUNICATION RECEIVED FROM APPLICANT

1996-04-24 - NON-FINAL ACTION MAILED

1996-04-16 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

Attorney of Record: Caroline Rule

Address:
Caroline Rule
Rabinowitz, Boudin, Standard, et al.
740 Broadway at Astor Place
New York, NY 10003-9518
US

U.S. Trademark Electronic Search System (TESS)

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Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

Word Mark	EDMUNDO DANTES LA HABANA CUBA
Goods and Services	IC 034. US 002 008 009 017. G & S: cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, pipes, pipe-holders, ashtrays not made of precious metal, match boxes, cigar cases and humidors
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	070302 241325
Serial Number	74576942
Filing Date	September 22, 1994
Published for Opposition	October 24, 1995
Registration Number	1948393
Registration Date	January 16, 1996
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** CORPORATION CUBA Calle O'Reilly No. 104 Ciudad Habana CUBA
Section 44 Indicator	SECT44
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "LA HABANA"

	and "CUBA" APART FROM THE MARK AS SHOWN
Description of Mark	The stippling in the drawing is a feature of the mark and not intended to indicate color.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 8 (6-YR).
Other Data	The name in the mark "EDMUNDO DANTES" is a fictional character and does not identify a living individual.
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 74576942

Registration Number: 1948393

Mark

(words only): EDMUNDO DANTES LA HABANA CUBA

Current Status: Registered.

Date of Status: 1996-01-16

Filing Date: 1994-09-22

Registration Date: 1996-01-16

Law Office Assigned: TMEG Law Office 108

CURRENT APPLICANT(S)/OWNER(S)

---

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

---

cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, pipes, pipe-holders, ashtrays not made of precious metal, match boxes, cigar cases and humidors

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PROSECUTION HISTORY

1996-01-16 - REGISTERED-PRINCIPAL REGISTER

1995-10-24 - PUBLISHED FOR OPPOSITION

1995-10-24 - PUBLISHED FOR OPPOSITION

1995-09-22 - NOTICE OF PUBLICATION

1995-05-18 - APPROVED FOR PUB - PRINCIPAL REGISTER

1995-05-11 - EXAMINERS AMENDMENT MAILED

1995-03-20 - NON-FINAL ACTION MAILED

1995-03-17 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

Attorney of Record: Michael Krinsky

Address:
Michael Krinsky

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 28 04:49:35 EST 2001

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

Typed Drawing

Word Mark	EDMUNDO DANTES
Goods and Services	IC 034. US 002 008 009 017. G & S: cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, pipes, pipe-holders, ashtrays not made of precious metal, match boxes, cigar cases and humidors
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74576941
Filing Date	September 22, 1994
Published for Opposition	November 28, 1995
Registration Number	1957322
Registration Date	February 20, 1996
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** CORPORATION CUBA Calle O'Reilly No. 104 Ciudad Habana CUBA
Section 44 Indicator	SECT44
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 8 (6-YR).
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 74576941

Registration Number: 1957322

Mark (words only): EDMUNDO DANTES

Current Status: Registered.

Date of Status: 1996-02-20

Filing Date: 1994-09-22

Registration Date: 1996-02-20

Law Office Assigned: TMEG Law Office 108

CURRENT APPLICANT(S)/OWNER(S)

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1. EMPRESA CUBANA DEL TABACO

U.S. Trademark Electronic Search System (TESS)

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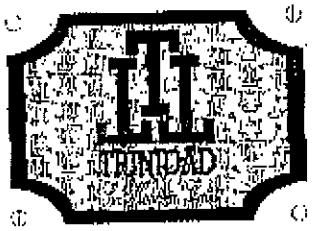
Start List At: OR Jump to record: **Record 7 out of 19**

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*



Word Mark	TTT TRINIDAD LA HABANA, CUBA
Goods and Services	(CANCELLED) IC 034. US 002 008 009 017. G & S: raw tobacco, cigars, cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, smoking pipes, pipe holders-not of precious metal, ashtrays-not of precious metal, match boxes-not of precious metal, cigar cases-not of precious metal, humidors-not of precious metal
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	261502
Serial Number	74576944
Filing Date	September 22, 1994
Published for Opposition	January 9, 1996
Registration Number	1965125
Registration Date	April 2, 1996
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** CORPORATION CUBA Calle O'Reilly No. 104 Ciudad Habana CUBA
Attorney of	Michael Krinsky

Record	
Section 44 Indicator	SECT44
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TRINIDAD" and "LA HABANA, CUBA" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Cancellation Date	July 16, 2001

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 74576944

Registration Number: 1965125

Mark

(words only): TTT TRINIDAD LA HABANA, CUBA

Current Status: A cancellation proceeding has been filed at the Trademark Trial and Appeal Board and is now pending.

Date of Status: 1998-04-17

Filing Date: 1994-09-22

Registration Date: 1996-04-02

Law Office Assigned: TMEG Law Office 101

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

raw tobacco, cigars, cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, smoking pipes, pipe holders-not of precious metal, ashtrays-not of precious metal, match boxes-not of precious metal, cigar cases-not of precious metal, humidors-not of precious metal

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PROSECUTION HISTORY

1998-04-17 - CANCELLATION INSTITUTED NO. 999999

1996-04-02 - REGISTERED-PRINCIPAL REGISTER

1996-01-09 - PUBLISHED FOR OPPOSITION

1995-12-08 - NOTICE OF PUBLICATION

1995-09-26 - APPROVED FOR PUB - PRINCIPAL REGISTER

1995-09-20 - EXAMINERS AMENDMENT MAILED

1995-04-21 - NON-FINAL ACTION MAILED

1995-04-04 - ASSIGNED TO EXAMINER

1995-03-17 - ASSIGNED TO EXAMINER

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 28 04:49:35 EST 2001

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

LA CASA DEL HABANO

Word Mark	LA CASA DEL HABANO
Translations	The English translation of "LA CASA DEL HABANO" is "the house of the Cuban cigar".
Goods and Services	IC 034. US 002 008 009 017. G & S: raw tobacco; cigars; cigarettes; cut tobacco; rappee; manufactured tobacco of all kinds; matches; tobacco; smoking pipes; pipe-holders, not of precious metal; ashtrays, not of precious metal; match boxes, cigar cases and humidors, not of precious metal
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	261127 261712
Serial Number	74576950
Filing Date	September 22, 1994
Published for Opposition	September 5, 1995
Registration Number	1970911
Registration Date	April 30, 1996
Owner	(REGISTRANT) **Empresa Cubana Del Tabaco** DBA Cubatabaco CORPORATION CUBA Calle O'Reilly No. 104 Ciudad Habana CUBA

Attorney of Record	Michael Krinsky
Section 44 Indicator	SECT44
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CUBAN CIGAR" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 74576950

Registration Number: 1970911

Mark

(words only): LA CASA DEL HABANO

Current Status: Registered.

Date of Status: 1997-06-26

Filing Date: 1994-09-22

Registration Date: 1996-04-30

Law Office Assigned: TMEG Law Office 104

CURRENT APPLICANT(S)/OWNER(S)

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1. Empresa Cubana Del Tabaco

GOODS AND/OR SERVICES

---

raw tobacco; cigars; cigarettes; cut tobacco; rappee; manufactured tobacco of all kinds; matches; tobacco; smoking pipes; pipe-holders, not of precious metal; ashtrays, not of precious metal; match boxes, cigar cases and humidors, not of precious metal

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PROSECUTION HISTORY

1998-11-16 - CANCELLATION TERMINATED NO. 999999

1998-11-13 - CANCELLATION DISMISSED NO. 999999

1997-06-26 - CANCELLATION INSTITUTED NO. 999999

1998-11-13 - CANCELLATION TERMINATED NO. 999999

1998-11-13 - CANCELLATION GRANTED NO. 999999

1998-01-06 - COUNTERCLAIM OPP. NO. 999999

1997-06-26 - CANCELLATION INSTITUTED NO. 999999

1996-04-30 - REGISTERED-PRINCIPAL REGISTER

1995-10-02 - EXTENSION OF TIME TO OPPOSE FILED

1995-09-05 - PUBLISHED FOR OPPOSITION

1995-08-04 - NOTICE OF PUBLICATION

1995-05-11 - APPROVED FOR PUB - PRINCIPAL REGISTER

1995-05-05 - EXAMINERS AMENDMENT MAILED

1995-03-27 - NON-FINAL ACTION MAILED

1995-03-18 - ASSIGNED TO EXAMINER

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 28 04:49:35 EST 2001

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

Typed Drawing

Word Mark	LA CASA DEL HABANO
Translations	The English translation of "LA CASE DEL HABANO" is "The house of the Cuban cigar".
Goods and Services	(ABANDONED) IC 034. US 002 008 009 017. G & S: raw tobacco; cigars; cigarettes; cut tobacco; rappee; manufactured tobacco of all kinds; matches; tobacco; smoking pipes; pipe-holders, not of precious metal; ashtrays, not of precious metal; match boxes, cigar cases and humidors, not of precious metal
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74576949
Filing Date	September 22, 1994
Filed ITU	FILED AS ITU
Owner	(APPLICANT) **EMPRESA CUBANA DEL TABACO** DBA Cubatabaco CORPORATION CUBA Calle O'Reilly No. 104 Ciudad Habana CUBA
Attorney of Record	Michael Krinsky
Section 44 Indicator	SECT44
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CUBAN CIGAR" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Abandonment	November 14, 1995

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 74576949

Registration Number: (NOT AVAILABLE)

Mark (words only): LA CASA DEL HABANO

Current Status: Abandoned: Applicant failed to respond to an Office action.

Date of Status: 1996-01-03

Filing Date: 1994-09-22

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMEG Law Office 104

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

raw tobacco; cigars; cigarettes; cut tobacco; rappee; manufactured tobacco of all kinds; matches; tobacco; smoking pipes; pipe-holders, not of precious metal; ashtrays, not of precious metal; match boxes, cigar cases and humidors, not of precious metal

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PROSECUTION HISTORY

1996-01-03 - ABANDONMENT - FAILURE TO RESPOND

1995-05-12 - NON-FINAL ACTION MAILED

1995-05-05 - Sec. 1(B) CLAIM DELETED

1995-05-05 - EXAMINERS AMENDMENT MAILED

1995-03-27 - NON-FINAL ACTION MAILED

1995-03-18 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

Attorney of Record: Michael Krinsky

Address:
Michael Krinsky
Rabinowitz, Boudin, Standard, et al.
740 Broadway at Astor Place
New York, NY 10003-9518
US

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Cubatabaco Selection
LA HABANA CUBA

Word Mark	CUBATABACO SELECTION LA HABANA CUBA
Goods and Services	(ABANDONED) IC 034. US 008 009 017. G & S: raw tobacco, cigars, cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, pipes, pipe-holders, ashtrays, match box, cigar cases and humidors
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	260902 261713
Serial Number	74576948
Filing Date	September 22, 1994
Filed ITU	FILED AS ITU
Owner	(APPLICANT) **EMPRESA CUBANA DEL TABACO** CORPORATION CUBA Calle O'Reilly No. 104 Ciudad Habana CUBA
Attorney of Record	Michael Krinsky, Esq.
Section 44 Indicator	SECT44
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SELECTION" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL

Live/Dead Indicator	DEAD
Abandonment Date	April 22, 1997

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 74576948

Registration Number: (NOT AVAILABLE)

Mark

(words only): CUBATABACO SELECTION LA HABANA CUBA

Current Status: Abandoned: Applicant failed to respond to an Office action.

Date of Status: 1997-06-12

Filing Date: 1994-09-22

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMEG Law Office 107

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

raw tobacco, cigars, cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, pipes, pipe-holders, ashtrays, match box, cigar cases and humidors

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PROSECUTION HISTORY

1997-06-12 - ABANDONMENT - FAILURE TO RESPOND

1996-10-21 - NON-FINAL ACTION MAILED

1996-10-03 - PETITION TO REVIVE-GRANTED

1996-07-22 - PETITION TO REVIVE-RECEIVED

1996-06-14 - PETITION TO REVIVE DISMISSED

1996-04-16 - INCOMPLETE PETITION NOTICE MAILED

1996-01-02 - PETITION TO REVIVE-RECEIVED

1995-12-12 - ABANDONMENT - FAILURE TO RESPOND

1995-03-29 - NON-FINAL ACTION MAILED

1995-03-21 - ASSIGNED TO EXAMINER

1995-03-18 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

Attorney of Record: Michael Krinsky, Esq.

Address:
Michael Krinsky, Esq.
Rabinowitz, Boudin, Standard, et al.
740 Broadway at Astor Place
New York, NY 10003-9518
US

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Start List At: OR Jump to record: **Record 11 out of 19**

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Typed Drawing

Word Mark	CUBATABACO SELECTION
Goods and Services	(ABANDONED) IC 034. US 008 009 017. G & S: raw tobacco, cigars, cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, pipes, pipe-holders, ashtrays, match boxes, cigar cases and humidors
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74576947
Filing Date	September 22, 1994
Filed ITU	FILED AS ITU
Owner	(APPLICANT) **EMPRESA CUBANA DEL TABACO** CORPORATION CUBA Calle O'Reilly No. 104 Ciudad Habana CUBA
Attorney of Record	Michael Krinsky
Section 44 Indicator	SECT44
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Abandonment Date	September 30, 1995

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 74576947

Registration Number: (NOT AVAILABLE)

Mark (words only): CUBATABACO SELECTION

Current Status: Abandoned: Applicant failed to respond to an Office action.

Date of Status: 1995-12-12

Filing Date: 1994-09-22

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMEG Law Office 107

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

raw tobacco, cigars, cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, pipes, pipe-holders, ashtrays, match boxes, cigar cases and humidors

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PROSECUTION HISTORY

1995-12-12 - ABANDONMENT - FAILURE TO RESPOND

1995-03-29 - NON-FINAL ACTION MAILED

1995-03-21 - ASSIGNED TO EXAMINER

1995-03-18 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

Attorney of Record: Michael Krinsky

Address:
Michael Krinsky
Rabinowitz, Boudin, Standard, et al.
740 Broadway at Astor Place
New York, NY 10003-9518
US

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Typed Drawing

Word Mark	TRINIDAD
Goods and Services	(ABANDONED) IC 034. US 008 009 017. G & S: raw tobacco, cigars, cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, pipes, pipe-holders, ashtrays, match boxes, cigar cases and humidors
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74576943
Filing Date	September 22, 1994
Filed ITU	FILED AS ITU
Owner	(APPLICANT) **EMPRESA CUBANA DEL TABACO** CORPORATION CUBA Calle O'Reilly No. 104 Ciudad Habana CUBA
Attorney of Record	Michael Krinsky, Esq.
Section 44 Indicator	SECT44
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Abandonment Date	September 21, 1995

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 74576943

Registration Number: (NOT AVAILABLE)

Mark (words only): TRINIDAD

Current Status: Abandoned: Applicant failed to respond to an Office action.

Date of Status: 1995-11-27

Filing Date: 1994-09-22

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMEG Law Office 101

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

raw tobacco, cigars, cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, tobacco, pipes, pipe-holders, ashtrays, match boxes, cigar cases and humidors

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PROSECUTION HISTORY

1995-11-27 - ABANDONMENT - FAILURE TO RESPOND

1995-03-20 - NON-FINAL ACTION MAILED

1995-03-10 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

Attorney of Record: Michael Krinsky, Esq.

Address:
Michael Krinsky, Esq.
Rabinowitz, Boudin, Standard, et al.
740 Broadway at Astor Place
New York, NY 10003-9518
US

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LOS STATOS DE LUXE

Word Mark	LOS STATOS DELUXE CIGARROS EXQUISITOS FINOS
Goods and Services	(ABANDONED) IC 034. US 002 008 017. G & S: raw tobacco; cigars, cigarettes, cut tobacco, rappee, manufactured tobacco of all kinds, matches, pipe tobacco, pipe holders, ashtrays, match boxes, cigar cases humidors and any other smoker's articles
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	031501 031519 031524 031525 130102 240907 261321 261328
Serial Number	74060200
Filing Date	May 18, 1990
Owner	(APPLICANT) **Empresa Cubana del tabaco** TA Cubatabaco CORPORATION CUBA 104 O'Reilly Street Havana City CUBA
Attorney of Record	Howard N. Aronson
Section 44 Indicator	SECT44
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Abandonment	

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 74060200

Registration Number: (NOT AVAILABLE)

Mark

LOS STATOS DE LUXE

(words only): LOS STATOS DELUXE CIGARROS EXQUISITOS FINOS

Current Status: Abandoned: Applicant failed to respond to an Office action.

Date of Status: 1991-07-29

Filing Date: 1990-05-18

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMEO Law Office #14

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Typed Drawing

Word Mark	QUAI D'ORSAY
Goods and Services	IC 034. US 008 009 017. G & S: RAW TOBACCO; CIGARS; CIGARETTES; CUT TOBACCO; RAPEE; MATCHES; TOBACCO PIPES; PIPE RACKS; ASHTRAYS; MATCH-BOXES NOT OF PRECIOUS METAL; CIGAR CASES NOT OF PRECIOUS METAL; HUMIDORS NOT OF PRECIOUS METAL
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73729557
Filing Date	May 20, 1988
Published for Opposition	May 21, 1991
Registration Number	1653845
Registration Date	August 13, 1991
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** TA CUBATABACO TA CUBATABACO CORPORATION CUBA 104 O'REILLY STREET VEDADO, HAVANA CITY CUBA
Attorney of Record	CHRISTINE HAIGHT FARLEY
Section 44 Indicator	SECT44
Priority Date	December 24, 1987
Type of Mark	TRADEMARK
Register	PRINCIPAL

Affidavit Text	SECT 8 (6-YR). SECTION 8(10-YR) 20010819.
Renewal	1ST RENEWAL 20010819
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 73729557

Registration Number: 1653845

Mark (words only): QUAI D'ORSAY

Current Status: A Section 8 affidavit has been accepted.

Date of Status: 1997-09-04

Filing Date: 1988-05-20

Registration Date: 1991-08-13

Law Office Assigned: TMEO Law Office #14

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

RAW TOBACCO; CIGARS; CIGARETTES; CUT TOBACCO; RAPEE; MATCHES; TOBACCO PIPES; PIPE RACKS; ASHTRAYS; MATCH-BOXES NOT OF PRECIOUS METAL; CIGAR CASES NOT OF PRECIOUS METAL; HUMIDORS NOT OF PRECIOUS METAL

PROSECUTION HISTORY

1997-09-04 - REGISTERED - SEC. 8 (6-YR) ACCEPTED

1997-08-13 - REGISTERED - SEC. 8 (6-YR) FILED

1991-08-13 - REGISTERED-PRINCIPAL REGISTER

1991-05-21 - PUBLISHED FOR OPPOSITION

1991-04-19 - NOTICE OF PUBLICATION

1991-01-28 - APPROVED FOR PUB - PRINCIPAL REGISTER

1990-09-26 - EXAMINERS AMENDMENT MAILED

1990-09-26 - ALLOWANCE/COUNT WITHDRAWN

1990-09-14 - ASSIGNED TO EXAMINER

1990-09-14 - ASSIGNED TO EXAMINER

1990-08-09 - COMMUNICATION RECEIVED FROM APPLICANT

1990-04-17 - ASSIGNED TO EXAMINER

1990-02-07 - INQUIRY AS TO SUSPENSION MAILED

1989-06-16 - LETTER OF SUSPENSION MAILED

1989-05-05 - COMMUNICATION RECEIVED FROM APPLICANT

1988-11-04 - NON-FINAL ACTION MAILED

1988-08-17 - ASSIGNED TO EXAMINER

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Word Mark	BEHIKE
Translations	THE ENGLISH TRANSLATION OF THE WORD "BEHIKE" IN THE MARK IS "INDO-CUBAN WITCH DOCTOR".
Goods and Services	IC 034. US 008 009 017. G & S: RAW TOBACCO; CIGARS, CIGARETTES, CUT TOBACCO, RAPPEE, MANUFACTURED TOBACCO OF ALL KINDS, MATCHES, TOBACCO-PIPES, PIPE HOLDERS, ASHTRAYS, MATCH BOXES, CIGAR CASES, HUMIDORS
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	020301 020302 020317 020324 250302 261110 261120 261121
Serial Number	73742915
Filing Date	July 29, 1988
Published for Opposition	June 27, 1989
Registration Number	1557163
Registration Date	September 19, 1989
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** CORPORATION CUBA O'REILLY 104 STREET HAVANA CITY CUBA

Attorney of Record	HOWARD N. ARONSON
Section 44 Indicator	SECT44
Prior Registrations	1441404
Description of Mark	THE DRAWING OF THE MARK IS LINED FOR THE COLORS YELLOW AND GOLD.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 8 (6-YR).
Live/Dead Indicator	LIVE

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 73742915

Registration Number: 1557163

Mark

(words only): BEHIKE

Current Status: A Section 8 affidavit has been accepted.

Date of Status: 1996-01-26

Filing Date: 1988-07-29

Registration Date: 1989-09-19

Law Office Assigned: TMEO Law Office # 4

CURRENT APPLICANT(S)/OWNER(S)

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1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

RAW TOBACCO; CIGARS, CIGARETTES, CUT TOBACCO, RAPPEE, MANUFACTURED TOBACCO OF ALL KINDS, MATCHES, TOBACCO-PIPES, PIPE HOLDERS, ASHTRAYS, MATCH BOXES, CIGAR CASES, HUMIDORS

PROSECUTION HISTORY

1996-01-26 - REGISTERED - SEC. 8 (6-YR) ACCEPTED

1995-08-18 - REGISTERED - SEC. 8 (6-YR) FILED

1995-02-09 - POST REGISTRATION ACTION MAILED - SEC. 8

1994-08-18 - REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED

1989-09-19 - REGISTERED-PRINCIPAL REGISTER

1989-06-27 - PUBLISHED FOR OPPOSITION

1989-05-29 - NOTICE OF PUBLICATION

1989-05-27 - NOTICE OF PUBLICATION

1989-05-09 - APPROVED FOR PUB - PRINCIPAL REGISTER

1989-04-24 - ALLOWANCE/COUNT WITHDRAWN

1989-03-23 - COMMUNICATION RECEIVED FROM APPLICANT

1988-09-21 - NON-FINAL ACTION MAILED

1988-09-09 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

Attorney of Record: HOWARD N. ARONSON

Address:
HOWARD N. ARONSON
RABINOWITZ, BOUDIN, STANDARD, ET AL.
740 BROADWAY
FIFTH FLOOR
NEW YORK, NY 10003-9518
US

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Typed Drawing

Word Mark	MONTECRISTO
Translations	THE ENGLISH TRANSLATION OF THE WORD "MONTECRISTO" IN THE MARK IS "MOUNTAIN OF CHRIST".
Goods and Services	(ABANDONED) IC 003. US 004 006 051 052. G & S: AFTER SHAVE LOTION, ANTIPERSPIRANT, LAUNDRY BLEACH, HAIR BLEACHING PREPARATIONS, ALL PURPOSE CLEANING PREPARATIONS, COLD CREAM, COLOGNE, EYE CREAM, DENTURE CLEANING PREPARATIONS AND POLISH, PERSONAL DEODORANT, DEPILATORIES, LAUNDRY DETERGENTS, DRAIN OPENERS, EYE MAKE-UP REMOVER AND SHADOW, EYEBROW PENCILS, BATH GEL, HAIR CARE PREPARATIONS (NON-MEDICATED), LIP GLOSS, LIPSTICK, EYE MAKE-UP, MOUTHWASH, NAIL CARE PREPARATIONS, PAINT AND VARNISH STRIPPING OR REMOVING PREPARATIONS, PERFUMES, POLISHES FOR NAILS, FURNITURE AND FLOORS, RUST REMOVING PREPARATIONS, SHAVING CREAM, SHOE POLISH, SKIN CLEANSING CREAM, SKIN SOAP, SPOT REMOVERS, SUNTAN LOTIONS, TALCUM POWDER, TOOTHPASTE, AND AUTOMOBILE AND FLOOR WAX (ABANDONED) IC 016. US 002 005 011 022 023 029 037 038 050. G & S: ADDRESS AND ACCOUNT BOOKS, ADDRESSING MACHINES, ADHESIVES FOR STATIONERY AND HOUSEHOLD PURPOSES, PHOTOGRAPH ALBUMS, AQUARIUMS, PAPER BAGS, PAPER BANNERS, PAPER BATHMATS, BATHROOM TISSUE, BIBLES, PAPER BLOTTERS, ADDRESS AND APPOINTMENT BOOKS, BOOK COVERS, BOOKEEPING BOOKS AND FORMS, CARDBOARD AND PAPER BOXES, ARTISTS BRUSHES, BUSINESS CARDS, PAPER CAKE DECORATIONS, DESK AND WALL CALENDARS, INDEX CARDS, CHALK, CHRISTMAS CARDS, COIN ALBUMS, COLORING BOOKS, COMPUTER PROGRAM MANUALS, COMPUTER RIBBONS, PAPER CONTAINERS, BOOK COVERS, CRAYONS, DESK SETS, PAPER DIAPERS,

DISPENSERS FOR OFFICE USE, EASELS, NON-ELECTRIC ERASERS, FACIAL TISSUE, PAPER FLAGS, PRINTED BUSINESS FORMS, PAPER IDENTIFICATION TAGS, DUPLICATING INK, ADDRESS LABELS, LEAD PENCILS, LETTER OPENERS, MAPS, PAPER NAPKINS, NOTEBOOKS, DESK PADS, PAINTBRUSHES AND APPLICATOR ROLLERS, BOND PAPER, GIFT WRAPPING PAPER, NEWSPRINT PAPER, TYPEWRITER PAPER, BALL-POINT PENS, PENCILS, PAPER PLACEMATS, PLAYING CARDS, COMPUTER RIBBONS, SEALING WAX, SHEET MUSIC, RUBBER STAMPS, STANDS FOR PENCILS AND PENS, TABLE LINENS OF PAPER, TYPEWRITERS, AND WRAPPING PAPER

(ABANDONED) IC 024. US 042. G & S: BEDSPREADS, PILLOW CASES, DISHCLOTHS, COMFORTERS, CURTAINS, UPHOLSTERY FABRICS, CLOTH FLAGS, HANDKERCHIEFS, BATH LINENS, MATTRESS COVERS, TEXTILE NAPKINS, NYLON FABRICS, PILLOW CASES AND SHAMS, NON-PAPER PLACEMATS, BED SHEETS, TABLECLOTHS, TAPESTRIES OF TEXTILE, KITCHEN TOWELS AND WASHCLOTHS

Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73651673
Filing Date	March 27, 1987
Published for Opposition	February 23, 1988
Owner	(APPLICANT) **EMPRESA CUBANA DEL TABACO** TA CUBATABACO CORPORATION CUBA O'REILLY 104 STREET HAVANA CITY CUBA
Attorney of Record	ELIZABETH ST. CLAIR
Section 44 Indicator	SECT44
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Abandonment Date	April 23, 1992

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 73651673

Registration Number: (NOT AVAILABLE)

Mark (words only): MONTECRISTO

Current Status: Abandoned: Applicant's express request.

Date of Status: 1988-08-11

Filing Date: 1987-03-27

Registration Date: (DATE NOT AVAILABLE)

Law Office Assigned: TMEO Law Office 11

CURRENT APPLICANT(S)/OWNER(S)

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1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

AFTER SHAVE LOTION, ANTIPERSPIRANT, LAUNDRY BLEACH, HAIR BLEACHING PREPARATIONS, ALL PURPOSE CLEANING PREPARATIONS, COLD CREAM, COLOGNE, EYE CREAM, DENTURE CLEANING PREPARATIONS AND PERSONAL DEODORANT, DEPILATORIES, LAUNDRY DETERGENTS, DRAIN OPENERS, EYE MAKE-UP REMOVER AND SHADOW, EYEBROW PENCILS, BATH GEL, HAIR CARE PREPARATIONS (NON-MEDICATED), LIP GLOSS, LIPSTICK, EYE MAKE-UP, MOUTHWASH, NAIL CARE PREPARATIONS, PAINT AND VARNISH STRIPPING OR REMOVING PREPARATIONS, PERFUMES, POLISHES FOR NAILS, FURNITURE AND FLOORS, RUST REMOVING PREPARATIONS, SHAVING CREAM, SHOE POLISH, SKIN CLEANSING CREAM, SKIN SOAP, SPOT REMOVERS, SUNTAN LOTIONS, TALCUM POWDER, TOOTHPASTE, AND AUTOMOBILE AND FLOOR WAX

ADDRESS AND ACCOUNT BOOKS, ADDRESSING MACHINES, ADHESIVES FOR STATIONERY AND HOUSEHOLD PURPOSES, PHOTOGRAPH ALBUMS, AQUARIUMS, PAPER BAGS, PAPER BANNERS, PAPER BATHMATS, BATHROOM TISSUE, BIBLES, PAPER BLOTTERS, ADDRESS AND APPOINTMENT BOOKS, BOOK COVERS, BOOKEEPING BOOKS AND FORMS, CARDBOARD AND PAPER BOXES, ARTISTS BRUSHES, BUSINESS CARDS, PAPER CAKE DECORATIONS, DESK AND WALL CALENDARS, INDEX CARDS, CHALK, CHRISTMAS CARDS, COIN ALBUMS, COLORING BOOKS, COMPUTER PROGRAM MANUALS, COMPUTER RIBBONS, PAPER CONTAINERS, BOOK COVERS, CRAYONS, DESK SETS, PAPER DIAPERS, DISPENSERS FOR OFFICE USE, EASELS, NON-ELECTRIC ERASERS, FACIAL TISSUE, PAPER FLAGS, PRINTED BUSINESS FORMS, PAPER IDENTIFICATION TAGS, DUPLICATING INK, ADDRESS LABELS, LEAD PENCILS, LETTER OPENERS, MAPS, PAPER NAPKINS, NOTEBOOKS, DESK PADS, PAINTBRUSHES AND APPLICATOR ROLLERS, BOND PAPER, GIFT WRAPPING PAPER, NEWSPRINT PAPER, TYPEWRITER PAPER, BALL-POINT PENS, PENCILS, PAPER PLACEMATS, PLAYING CARDS, COMPUTER RIBBONS, SEALING WAX, SHEET MUSIC, RUBBER STAMPS, STANDS FOR PENCILS AND PENS, TABLE LINENS OF PAPER, TYPEWRITERS, AND WRAPPING PAPER

BEDSPREADS, PILLOW CASES, DISHCLOTHS, COMFORTERS, CURTAINS, UPHOLSTERY FABRICS, CLOTH FLAGS, HANDKERCHIEFS, BATH LINENS, MATTRESS COVERS, TEXTILE NAPKINS, NYLON FABRICS, PILLOW CASES AND SHAMS, NON-PAPER PLACEMATS, BED SHEETS, TABLECLOTHS, TAPESTRIES OF TEXTILE, KITCHEN TOWELS AND WASHCLOTHS

PROSECUTION HISTORY

1992-07-29 - OPPOSITION TERMINATED NO. 999999

1992-05-20 - OPPOSITION DISMISSED NO. 999999

1988-08-11 - OPPOSITION INSTITUTED NO. 999999

1988-02-23 - PUBLISHED FOR OPPOSITION

1988-01-22 - NOTICE OF PUBLICATION

1987-12-02 - APPROVED FOR PUB - PRINCIPAL REGISTER

1987-11-13 - COMMUNICATION RECEIVED FROM APPLICANT

1987-07-16 - NON-FINAL ACTION MAILED

1987-06-15 - ASSIGNED TO EXAMINER

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Word Mark	QUALITY GUARANTEED CUBATABACO HAVANA
Goods and Services	(CANCELLED) IC 034. US 008 009 017. G & S: RAW TOBACCO, CUT TOBACCO, SMOKING TOBACCO, CHEWING TOBACCO, SNUFFING TOBACCO, CIGARS, CIGARETTES, RAPPEE SNUFF, MATCHES, TOBACCO PIPES, PIPE HOLDERS, ASHTRAYS, MATCHBOOKS, CIGAR CASES AND HUMIDORS
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	050301 240501
Serial Number	73649521
Filing Date	March 16, 1987
Published for Opposition	January 5, 1988
Registration Number	1482648
Registration Date	March 29, 1988
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** TA CUBATABACO CORPORATION CUBA O'REILLY 104 HAVANA CITY CUBA
Attorney of	HOWARD N. ARONSON

Record	
Section 44 Indicator	SECT44
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "QUALITY GUARANTEED", "CUBATABACO" AND "HAVANA" APART FROM THE MARK AS SHOWN
Description of Mark	THE DESIGN PORTION OF THE MARK CONTAINS A STYLIZED REPRESENTION OF A LEAF.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Cancellation Date	October 3, 1994

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 73649521

Registration Number: 1482648

Mark

(words only): QUALITY GUARANTEED CUBATABACO HAVANA

Current Status: Registration canceled under Section 8.

Date of Status: 1994-10-03

Filing Date: 1987-03-16

Registration Date: 1988-03-29

Law Office Assigned: TMEO Law Office # 2

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

RAW TOBACCO, CUT TOBACCO. SMOKING TOBACCO, CHEWING TOBACCO, SNUFFING TOBACCO, CIGARS, CIGARETTES. RAPPEE SNUFF. MATCHES. TOBACCO PIPES. PIPE HOLDERS, ASHTRAYS, MATCHBOOKS. CIGAR CASES AND HUMIDORS

PROSECUTION HISTORY

1994-10-03 - CANCELLED SEC. 8 (6-YR)

1988-03-29 - REGISTERED-PRINCIPAL REGISTER

1988-01-05 - PUBLISHED FOR OPPOSITION

1987-12-04 - NOTICE OF PUBLICATION

1987-11-02 - APPROVED FOR PUB - PRINCIPAL REGISTER

1987-11-02 - ALLOWANCE/COUNT WITHDRAWN

1987-10-22 - EXAMINERS AMENDMENT MAILED

1987-10-08 - ASSIGNED TO EXAMINER

1987-10-08 - ASSIGNED TO EXAMINER

1987-05-27 - NON-FINAL ACTION MAILED

1987-05-08 - ASSIGNED TO EXAMINER

CONTACT INFORMATION

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LACKENBACH SIEGEL MARZULLO & ARONSON
PENTHOUSE SUITE
ONE CHASE ROAD
SCARSDALE, NEW YORK 10503
US

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 28 04:49:35 EST 2001

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

Typed Drawing

Word Mark	MARIA GUERRERO
Goods and Services	(CANCELLED) IC 034. US 017. G & S: LEAF TOBACCO SOLD TO THE TRADE, SMOKING TOBACCO, CHEWING TOBACCO AND SNUFF
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73537928
Filing Date	May 16, 1985
Published for Opposition	June 17, 1986
Registration Number	1408861
Registration Date	September 9, 1986
Owner	(REGISTRANT) **EMPRESA CUBANA DEL TABACO** DBA CUBATABACO CORPORATION CUBA O'REILLY 104 HAVANA CITY CUBA
Attorney of Record	JAMES E. SIEGEL
Section 44 Indicator	SECT44
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Cancellation Date	March 15, 1993

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 73537928

Registration Number: 1408861

Mark (words only): MARIA GUERRERO

Current Status: Registration canceled under Section 8.

Date of Status: 1993-03-15

Filing Date: 1985-05-16

Registration Date: 1986-09-09

Law Office Assigned: TMEO Law Office # 5

CURRENT APPLICANT(S)/OWNER(S)

1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

LEAF TOBACCO SOLD TO THE TRADE. SMOKING TOBACCO. CHEWING TOBACCO AND SNUFF

PROSECUTION HISTORY

1993-03-15 - CANCELLED SEC. 8 (6-YR)

1986-09-09 - REGISTERED-PRINCIPAL REGISTER

1986-06-17 - PUBLISHED FOR OPPOSITION

1986-05-18 - NOTICE OF PUBLICATION

1986-03-20 - APPROVED FOR PUB - PRINCIPAL REGISTER

1986-03-19 - EXAMINERS AMENDMENT MAILED

1986-01-27 - COMMUNICATION RECEIVED FROM APPLICANT

1985-07-25 - NON-FINAL ACTION MAILED

U.S. Trademark Electronic Search System (TESS)

TESS was last updated on Sat Feb 3 04:10:41 EST 2001

Logout Please logout when you are done to release system resources allocated for you.

Start List At: OR Jump to record: **Record 19 out of 19**

Check Status *(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)*

Word Mark	BEHIQUE
Goods and Services	(CANCELLED) IC 034. US 017. G & S: SMOKING TOBACCO, CHEWING TOBACCO, SNUFF AND CIGARETTES
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	020301 020302 020317 050301 261121
Serial Number	73523552
Filing Date	February 22, 1985
Published for Opposition	March 10, 1987
Registration Number	1441404
Registration Date	June 2, 1987
Owner	(REGISTRANT) EMPRESA CUBANA DEL TABACO TA CUBATABACO CORPORATION CUBA O'REILLY 104 HAVANA CITY CUBA
Attorney of Record	JAMES E. SIEGEL
Section 44 Indicator	SECT44
Priority Date	November 22, 1984
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	DEAD
Cancellation Date	December 6, 1993

Thank you for your request. Here are the latest results from the TARR web server.

Serial Number: 73523552

Registration Number: 1441404

Mark

(words only): BEHIQUE

Current Status: Registration canceled under Section 8.

Date of Status: 1993-12-06

Filing Date: 1985-02-22

Registration Date: 1987-06-02

Law Office Assigned: TMEO Law Office # 5

CURRENT APPLICANT(S)/OWNER(S)

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1. EMPRESA CUBANA DEL TABACO

GOODS AND/OR SERVICES

SMOKING TOBACCO, CHEWING TOBACCO, SNUFF AND CIGARETTES

PROSECUTION HISTORY

1993-12-06 - CANCELLED SEC. 8 (6-YR)

1987-06-02 - REGISTERED-PRINCIPAL REGISTER

1987-03-10 - PUBLISHED FOR OPPOSITION

1987-02-09 - NOTICE OF PUBLICATION

1986-12-22 - APPROVED FOR PUB - PRINCIPAL REGISTER

1986-12-03 - LETTER OF SUSPENSION MAILED

1986-11-03 - COMMUNICATION RECEIVED FROM APPLICANT

1986-06-06 - NON-FINAL ACTION MAILED

1986-03-20 - INQUIRY AS TO SUSPENSION MAILED

1985-11-19 - LETTER OF SUSPENSION MAILED

1985-11-01 - COMMUNICATION RECEIVED FROM APPLICANT

1985-04-30 - NON-FINAL ACTION MAILED

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SCARSDALE, NEW YORK 10583
US

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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 2

Premium Cigar Market

Consumer Research Summary

May 5, 1998

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 013787

Blumberg No. 5114
DEFENDANT'S
EXHIBIT
D2

Methodology:

- 408 in-depth telephone interviews.

- Sample drawn from NPD smoker survey responses.

- Segmented by IRI region.

Objectives:

- Ongoing measurement of premium cigar smoker attitudes awareness, and usage of cigars and cigar brands.

- Provide actionable basis for formation of business and marketing strategies from a consumer standpoint.

Presentation Purpose:

Provide a summary of findings and implications from the data.

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Key Presentation Topics

- Size of Premium Market
- Smoking Tenure, Frequency, Age of Premium Smokers
- Premium Brand Awareness
- Advertising Awareness
- Premium Brands Smoked
- Quality and Satisfaction Comparisons
- Purchase Habits and Distribution
- Premium Price Sensitivity
- Smoking Activities
- Attitudes Towards Premium Cigars
- Sources of Cigar Information

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GC 013789

1. Size of Market:

Observations:

- Net increase in premium cigar smokers is less than 250M since July 1997.
  - Fall-off and entry appear to have re-equalized.
  - The huge entry into the category has subsided.

Key Implications:

- The total number of new smokers entering the premium category will probably increase less than 10% in 1999.

- Aggressive trade and consumer marketing to build share and loyalty to key brands will become critical as market growth subsides.

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GC 013790

2. Smoking Tenure, Frequency, and Age:

Observations:

- The percentage of premium smokers under 2 years has declined slightly, as the category matures.
  - The number of premium smokers moving up in experience now exceeds new entry into the category.

- Average smoking frequency of premium smokers is up slightly from 1997.
  - However, The smoking frequency of newer smokers increased by approximately 20% during the past 9 months.

- Macanudo captured a greater share of younger smokers than competing brands, and has a more balanced range of smokers than other brands.

- Partagas and Fuente have a lower than average share of newer smokers.

- Cohiba has captured a notably younger than average smoker audience.

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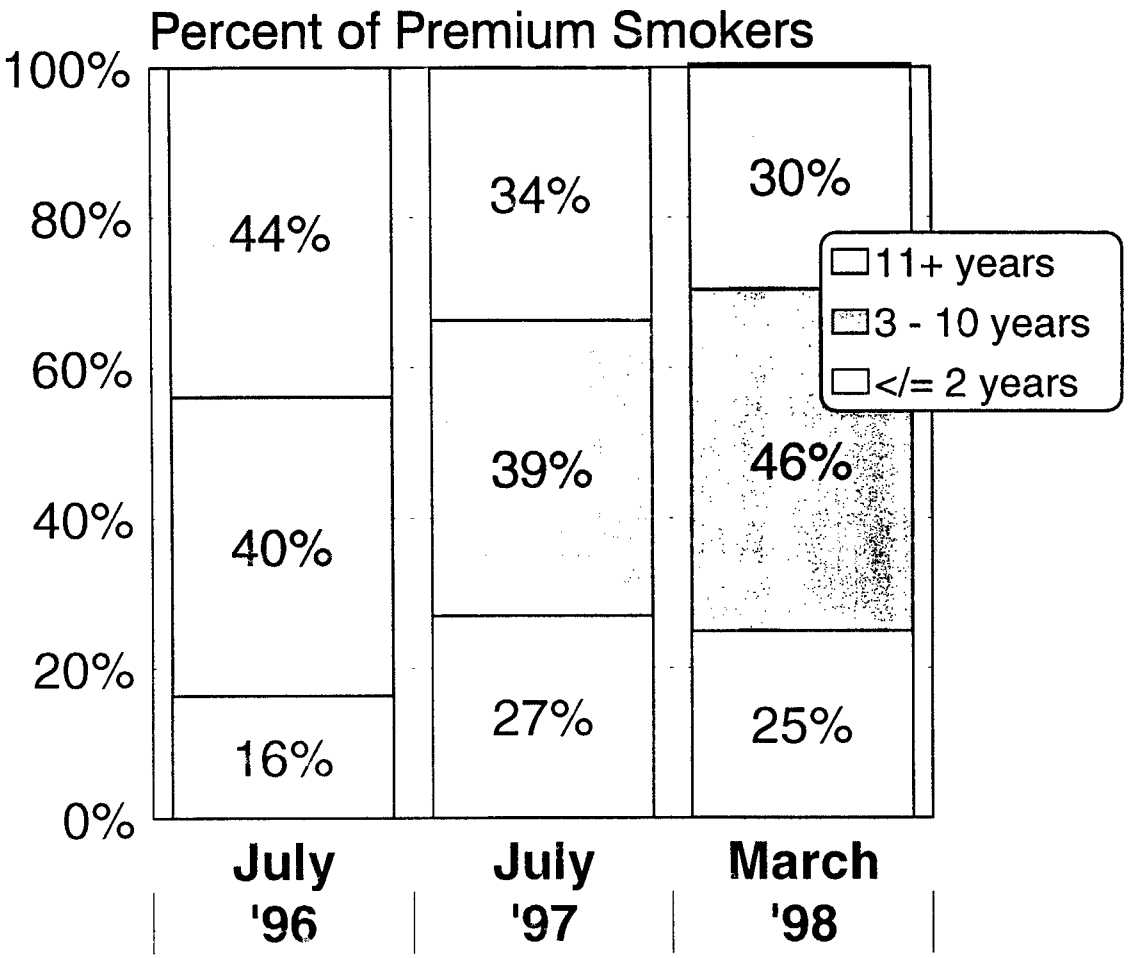
GC 013791

Smoking Tenure Tracking

- The percentage of new smokers in the premium category continues to be high, representing about a fourth of the market
- The "boom" of smokers entering the market over the past 5 years are moving their way through the tenure categories



** Small sub-sample sizes; interpret with caution*

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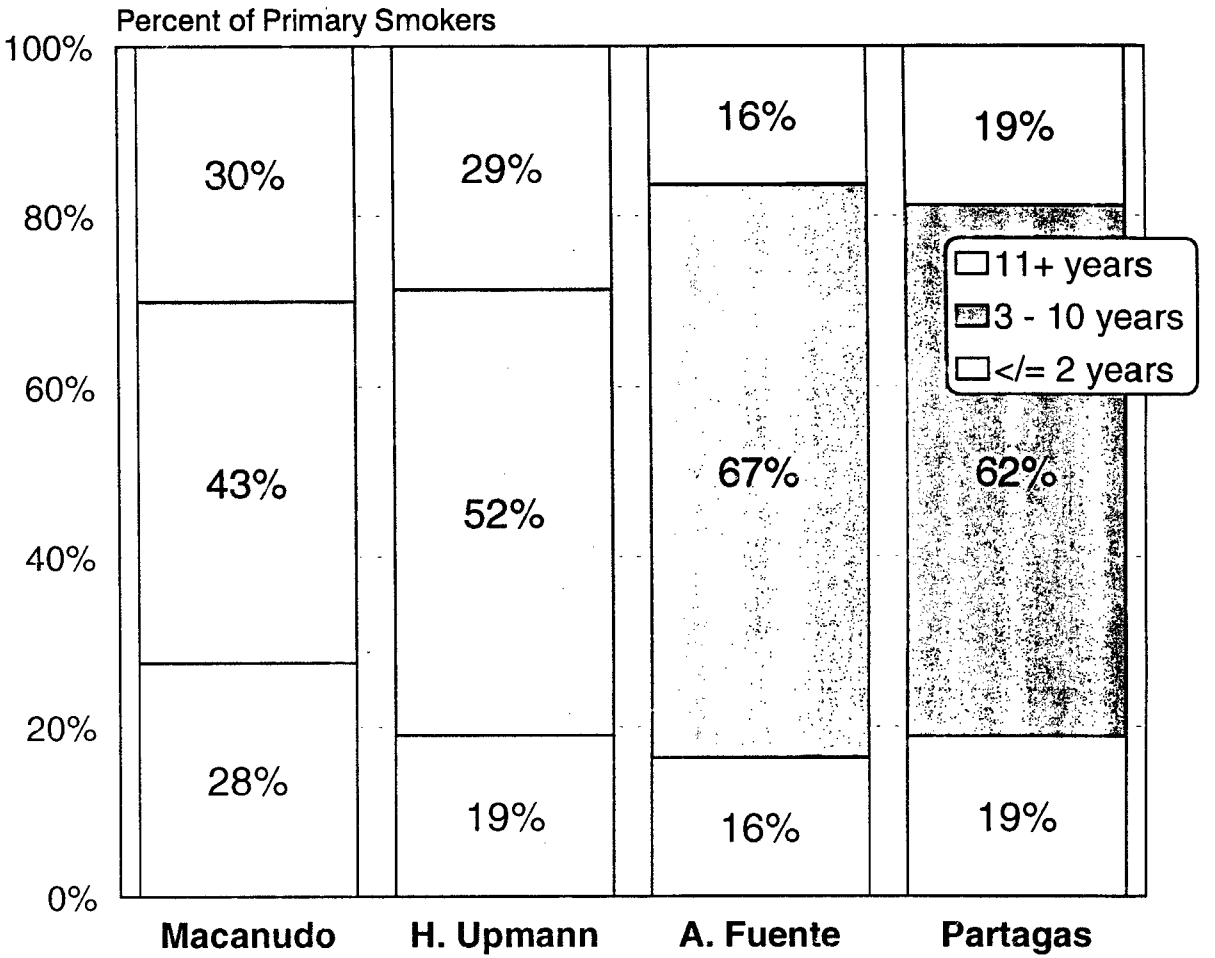
GC 013792

Smoking Tenure by Brand

- Although Macanudo holds some reputation as a "starter cigar," the brand actually has a very well-balanced primary consumer base
- Macanudo has a significantly higher portion of newer smokers



** Small sub-sample sizes; interpret with caution*

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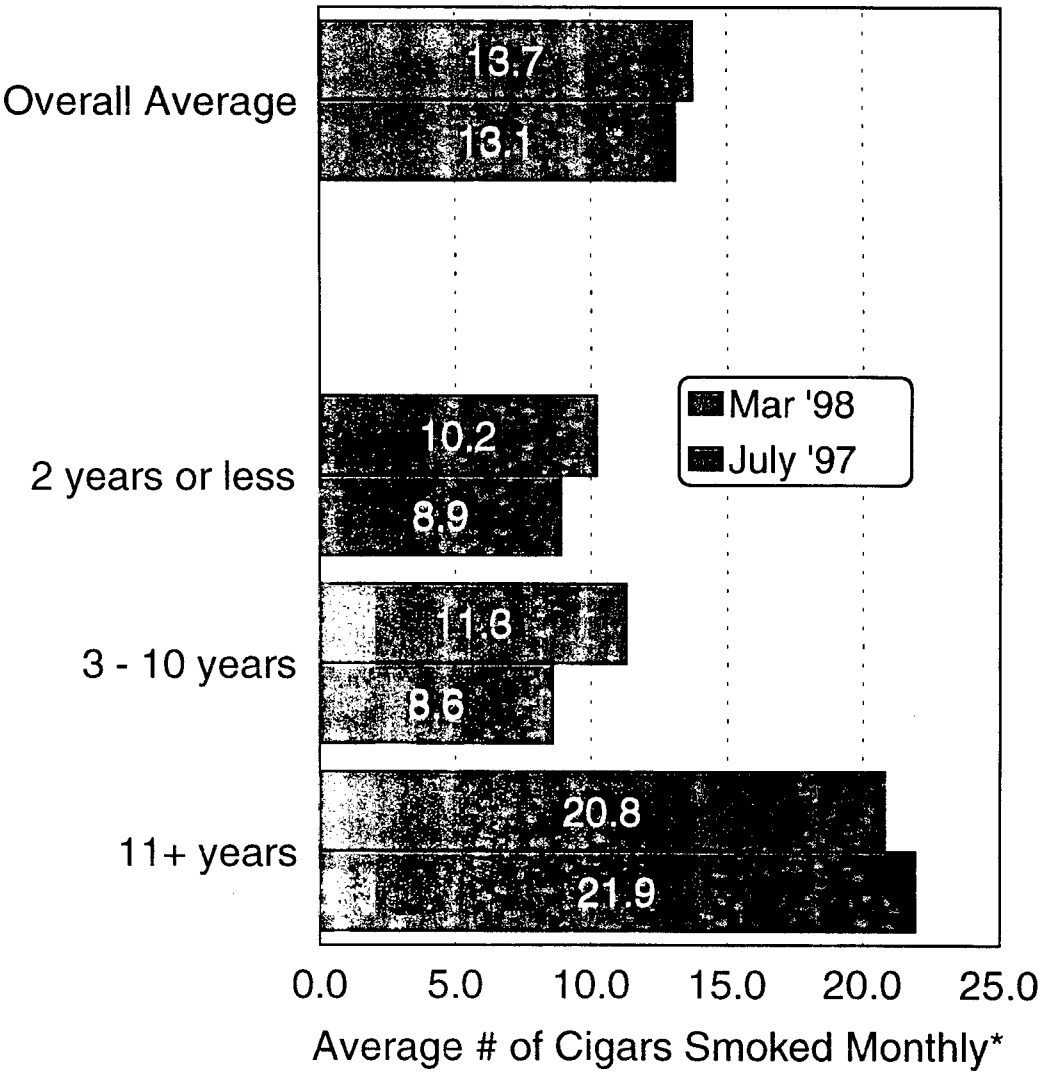
GC 013793

Average Monthly Smoking Frequency Tracking

By Smoking Tenure

- Average smoking frequency is steady at apx. 13-14 cigars per month
- Moderate increases in frequency in the less tenured groups



** Adjusted for seasonality*

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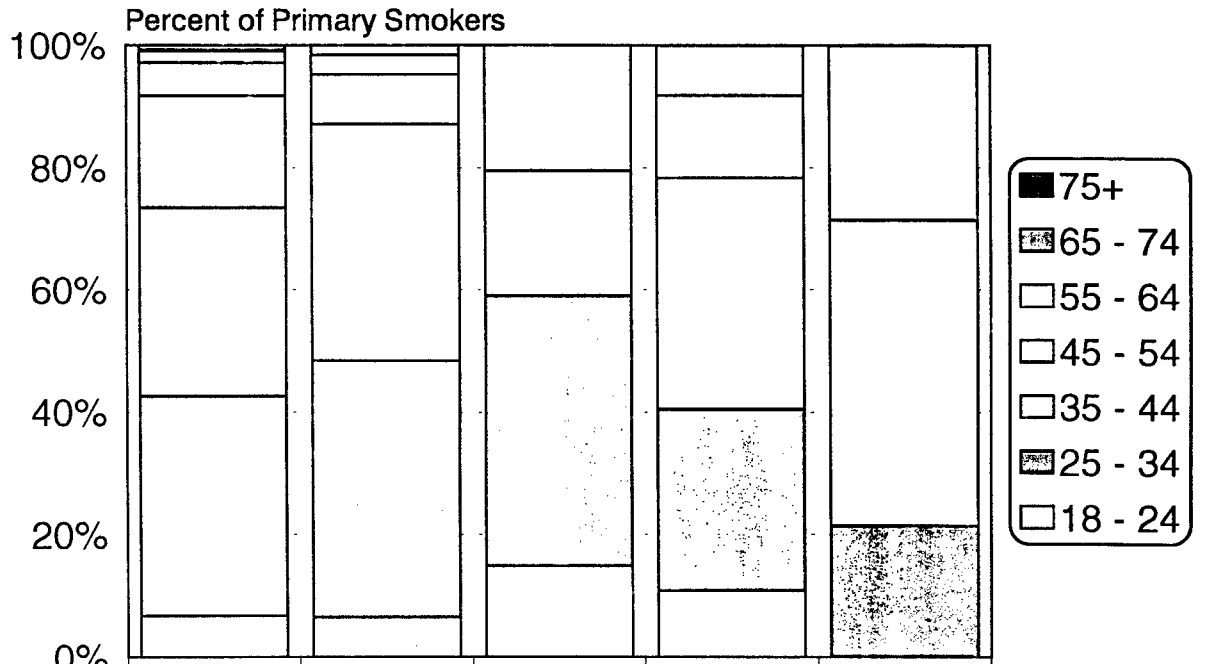
GC 013794

Age of Primary Smoker

- The bulk of Macanudo smokers fall between the ages of 35 and 44
- Partagas smokers are concentrated between ages 25 and 54



	All Brands	Macanudo	H. Upmann	A. Fuente	Partagas
75+	1%				
65 - 74	2%	2%			
55 - 64	5%	3%		8%	
45 - 54	18%	8%	21%	14%	29%
35 - 44	31%	39%	21%	38%	50%
25 - 34	36%	42%	44%	30%	21%
18 - 24	7%	7%	15%	11%	

** Small sub-sample sizes; interpret with caution*

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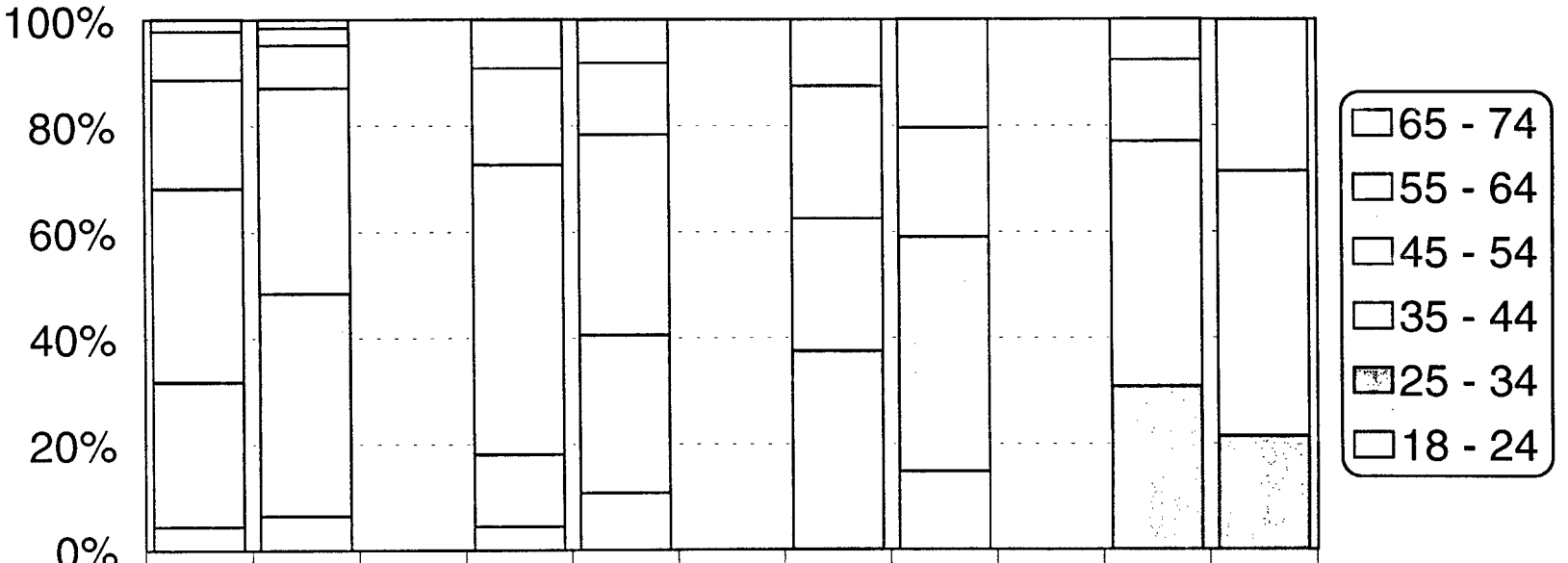
GC 013795

Age Tracking



	Mac 7/97	Mac 3/98		Fuen 7/97	Fuen 3/98		Upm 7/97	Upm 3/98		Part 7/97	Part 3/98
65 - 74	2%	2%					13%				
55 - 64	9%	3%		9%	8%					8%	
45 - 54	21%	8%		18%	14%		25%	21%		15%	29%
35 - 44	36%	39%		55%	38%		25%	21%		46%	50%
25 - 34	27%	42%		14%	30%		38%	44%		31%	21%
18 - 24	5%	7%		5%	11%			15%			

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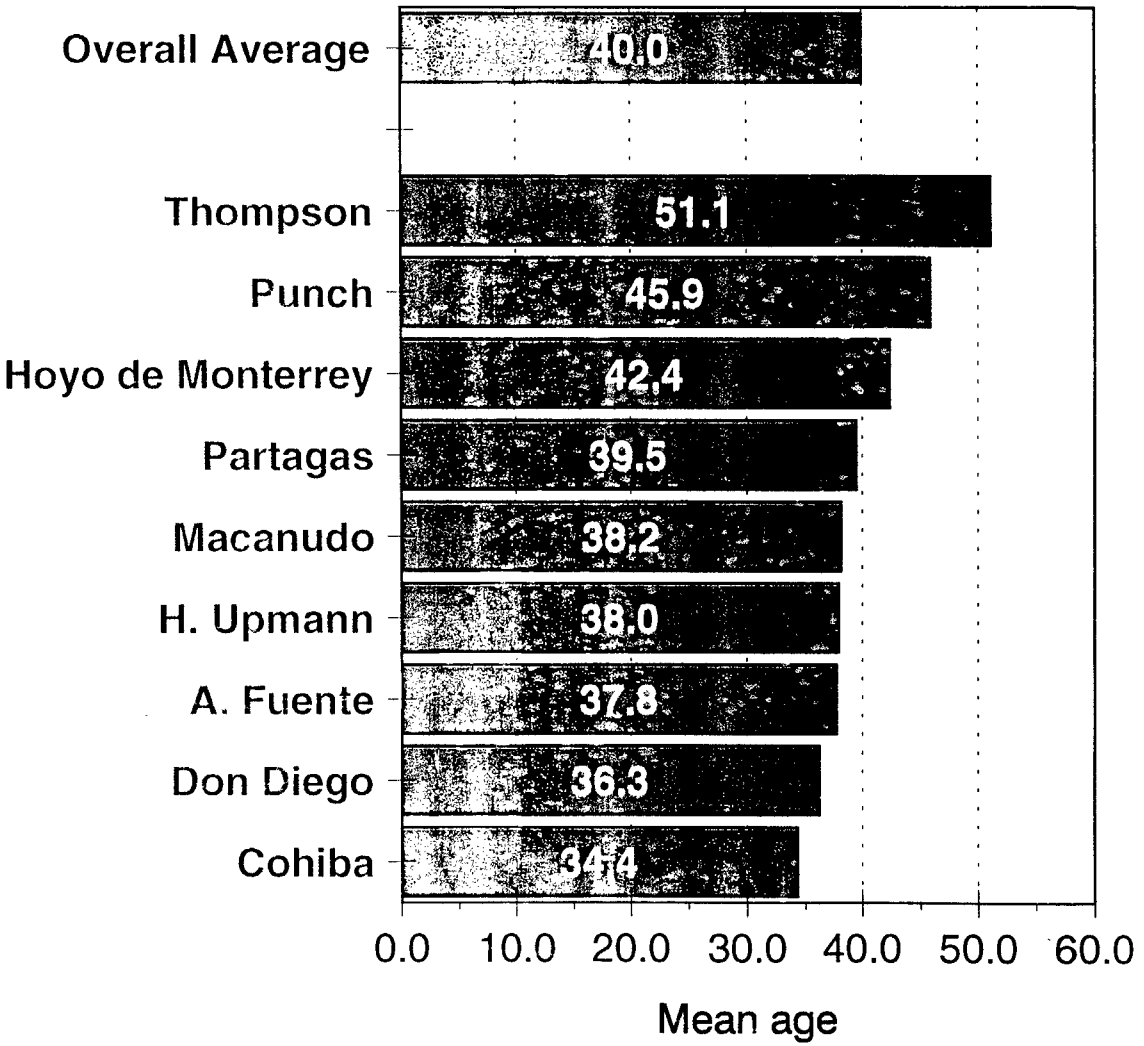
GC 013796

Average Age of Primary Smoker

- The overall mean age of the premium smoker is *40*
- Thompson smokers skew significantly older, while Cohiba smokers skew significantly younger
- Macanudo, Upmann and Fuente smokers all converge around a mean age of *38*



** Small sub-sample sizes; interpret with caution*

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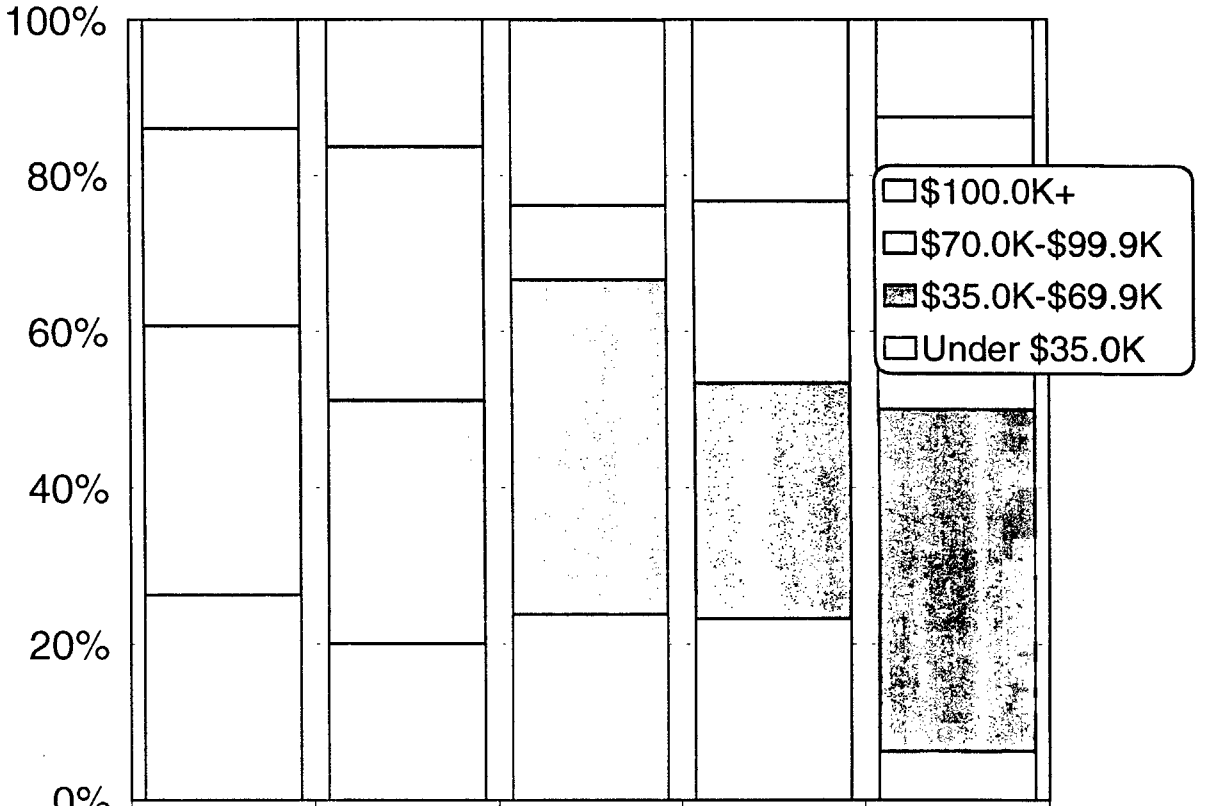
GC 013797

HH Income of Primary Smoker

- Significant percentages of premium smokers, including Macanudo, have HH incomes under $35K/year; Partagas' percentage is significantly lower
- Both Upmann's and Fuente's smoker base have higher than average concentration in the $100K+ category



	All Brands	Macanudo	H. Upmann	A. Fuente	Partagas
$100.0K+	14%	16%	24%	23%	13%
$70.0K-$99.9K	25%	33%	10%	23%	38%
$35.0K-$69.9K	34%	31%	43%	30%	44%
Under $35.0K	26%	20%	24%	23%	6%

** Small sub-sample sizes; interpret with caution*

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GC 013798

Key Implications:

- Macanudo must focus on loyalty and continuity more so than other brands, due to the larger number of newer and younger Macanudo smokers.

- Newer smokers from 1996-97 appear to be increasing their frequency of usage as their experience in the category increases.

- Cohiba's younger audience reflects the importance of status positioning. This may make the brand vulnerable as these smokers mature.

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GC 013799

3. Brand Awareness:

Observations:

- Macanudo unaided awareness continues at more than double that of Fuente.

- Unaided awareness (first mention) for both Macanudo and Fuente increased somewhat since July, 1997.

- Cohiba awareness increased dramatically, based primarily on the large amount of advertising and press.

- Partagas awareness is higher than volume share but has not improved.

- Consolidated collective awareness remains relatively low, in spite of increased media spending.

77 brands gained first-mentions in this survey, vs. 42 in July, 1997.

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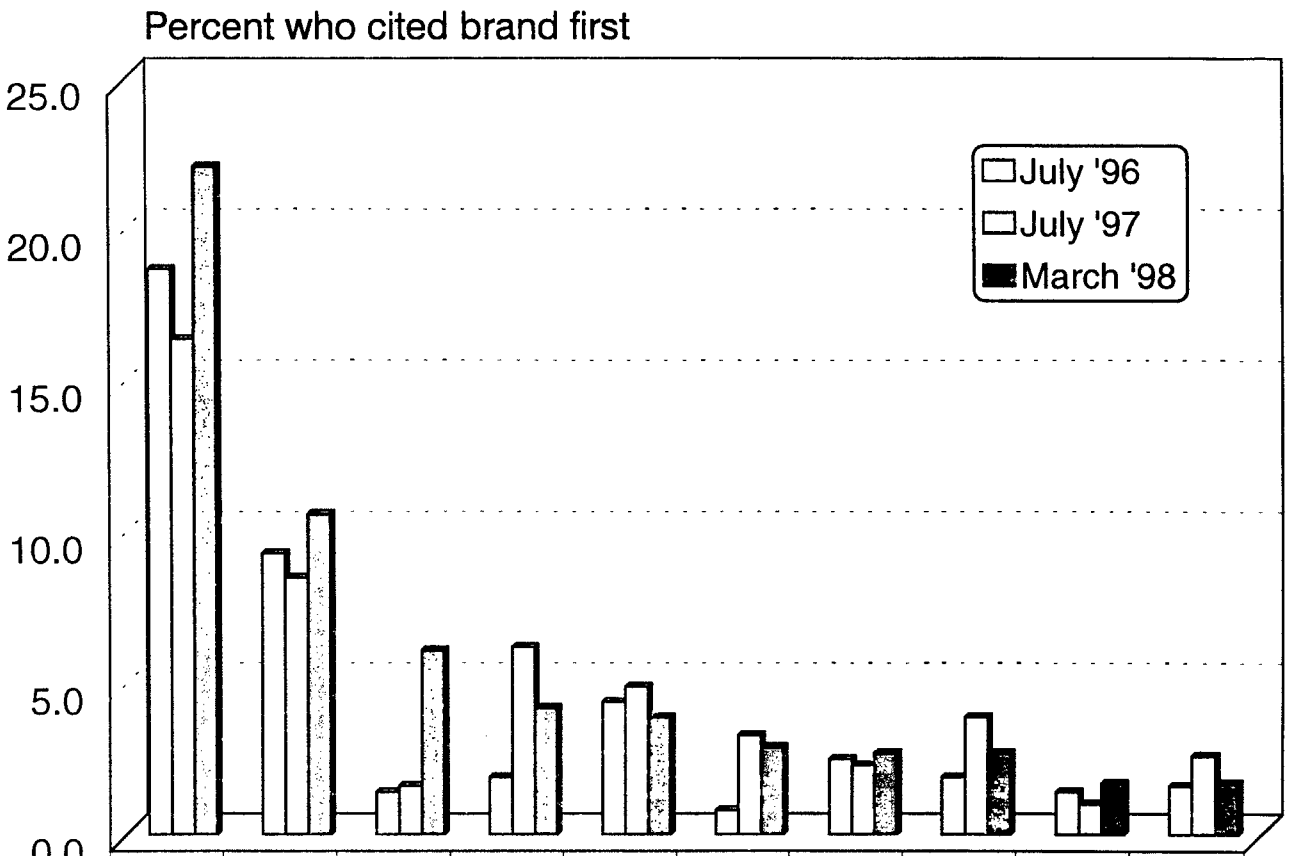
GC 013800

Top-of-Mind Awareness

- Macanudo gained substantial top-of-mind awareness since July
- Cohiba skyrocketed, compared to previous surveys



	Macanudo	A. Fuente	Cohiba	H.Upmann	Partagas	Don Diego	Punch	Thompson	Hoyo/ Mont.	Montecristo
July '96	18.7	9.3	1.4	1.9	4.4	0.8	2.5	1.9	1.4	1.6
July '97	16.4	8.5	1.6	6.2	4.9	3.3	2.3	3.9	1.0	2.6
March '98	**22.1**	**10.6**	**6.1**	**4.2**	**3.9**	**2.9**	**2.7**	**2.7**	**1.7**	**1.7**

** Small sub-sample sizes; interpret with caution*

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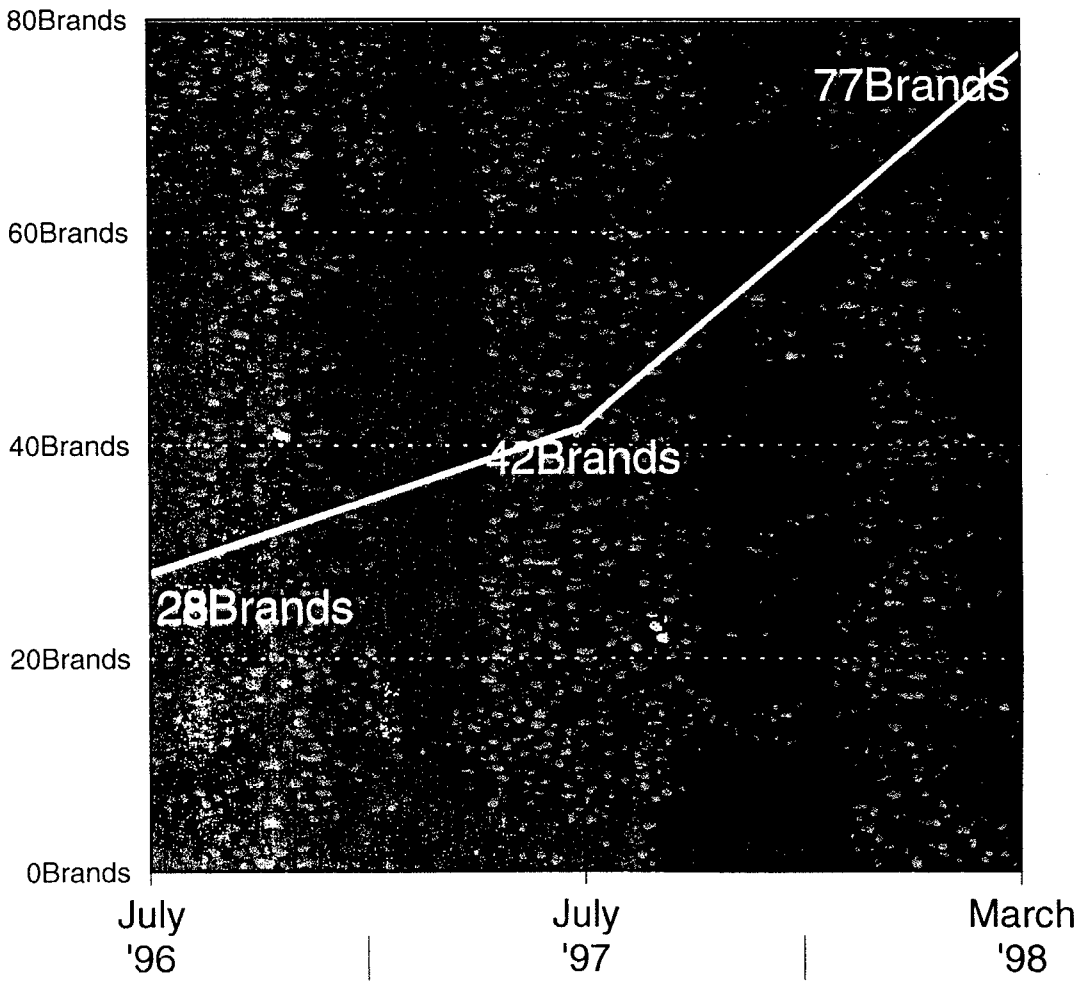
UNDER PROTECTIVE ORDER
GC 013801

Brand Proliferation Tracking

Number of Different Top-of-Mind Brands

- The proliferation of different brands in the premium category continues to climb dramatically



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GC 013802

Key Implications:

- Advertising is playing a major role in Macanudo and Cohiba awareness.

- Tobacconist merchandising and word-of-mouth continue to be critical to brand awareness.

- *Cigar Aficionado* continues to have the core power in media to reach out to smokers.

- Partagas awareness is disturbingly low.

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UNDER PROTECTIVE ORDER
GC 013803

4. Advertising Awareness

Observations:

- 50% of premium smokers recall cigar advertising in the past 2 months.

- Macanudo showed notable increases in ad awareness.
    - Far and away the most recalled brand.

- Fuente ad recall remains low but improving.
    - Less than 3% of total premium smokers. Reflects advertising spending.

Key Implications:

Macanudo and Partagas advertising levels should continue to be strengthened where possible.

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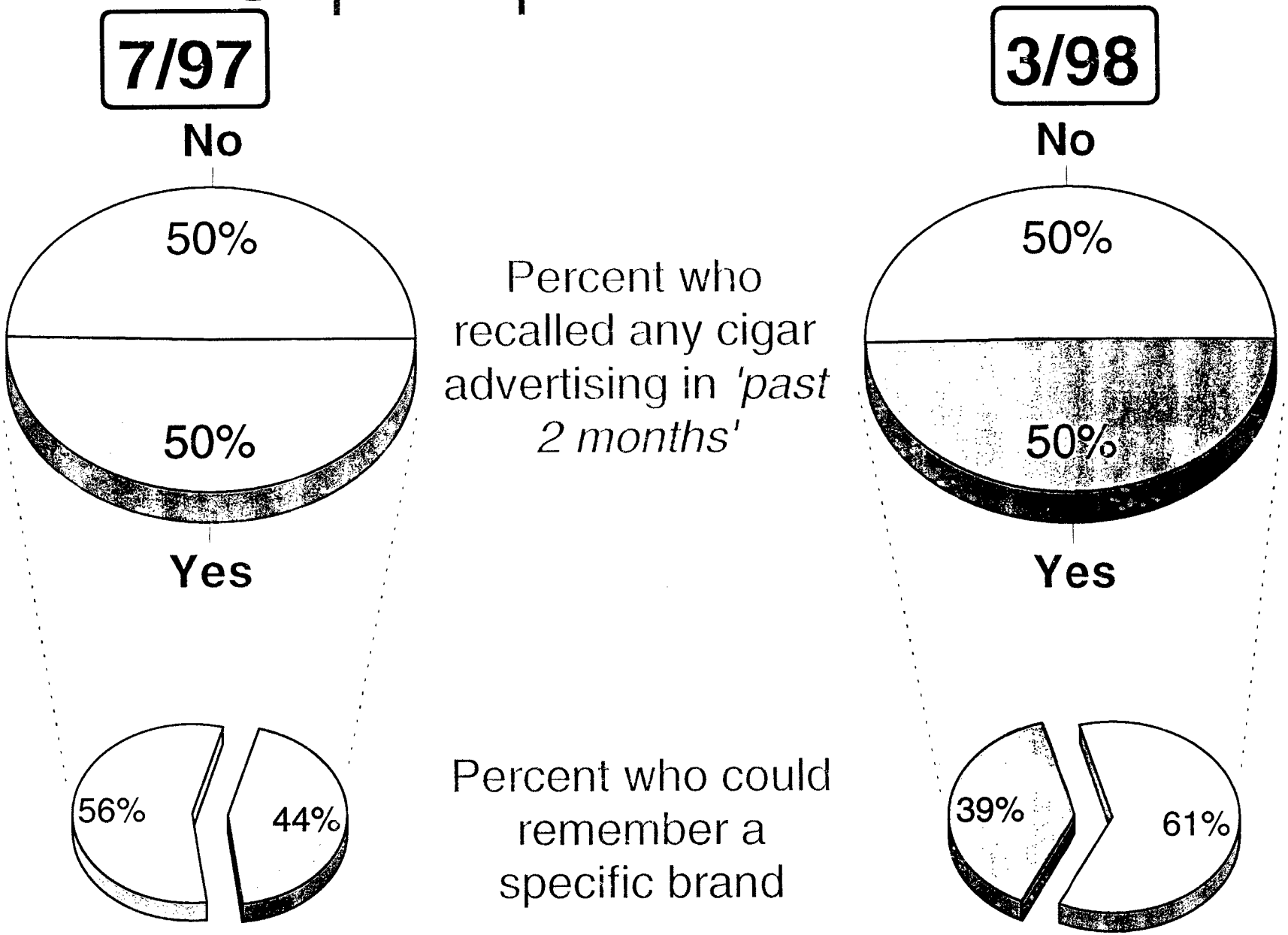
UNDER PROTECTIVE ORDER
GC 013804

Unprompted Ad Recall

Premium



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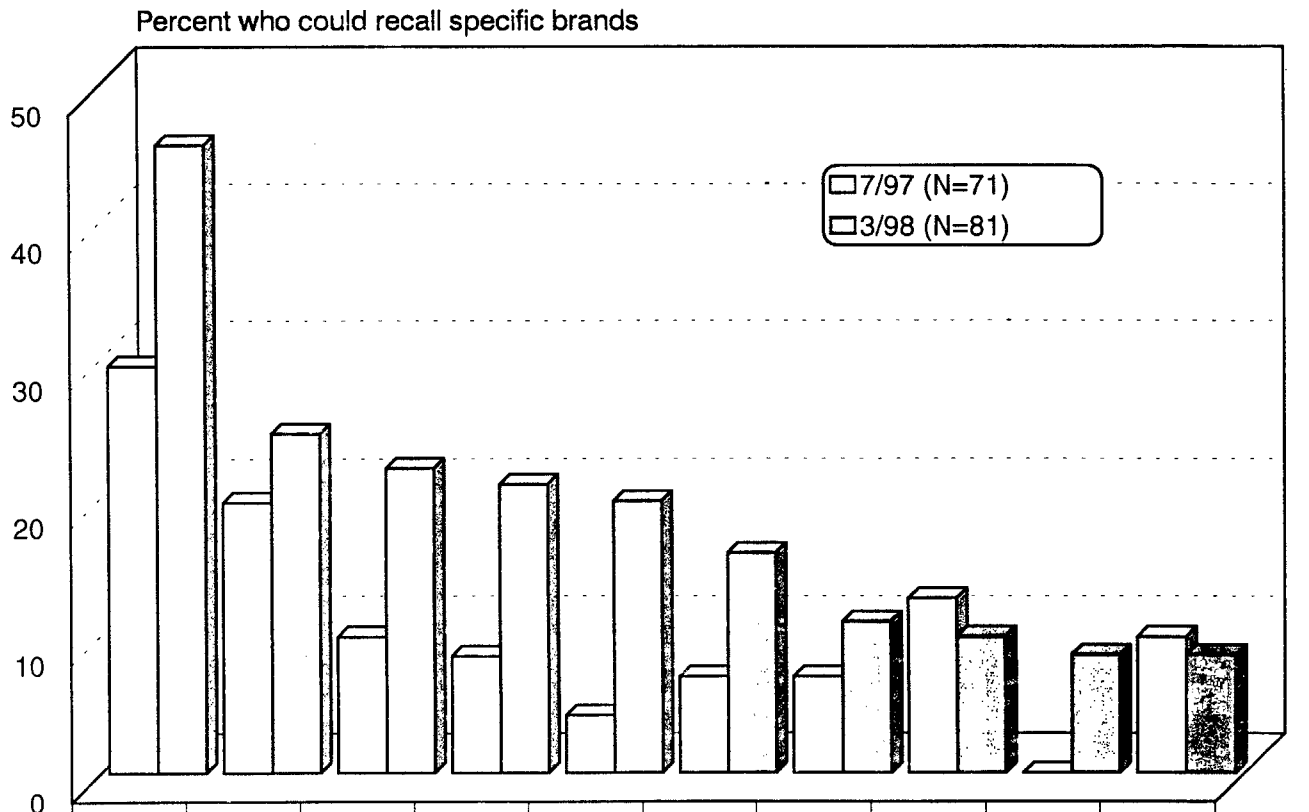
UNDER PROTECTIVE ORDER
GC 013805

Specific Brands Recalled in Advertising

- Macanudo has a markedly higher unprompted awareness rate, compared to last survey
- Cohiba, H. Upmann, Punch, Fuente and Ashton all show significant increases, as well



	Macanudo	Partagas	Punch	H.Upmann	Cohiba	A. Fuente	Hoyo/ Mont.	Don Diego	Ashton	Davidoff
7/97 (N=71)	30	20	10	9	4	7	7	13	0	10
3/98 (N=81)	46	25	22	21	20	16	11	10	9	9

** Small sub-sample sizes; interpret with caution*

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UNDER PROTECTIVE ORDER
GC 013806

5. Primary and Best Brands Smoked:

Observations:

- Macanudo continues in number one position of primary brand smoked and best brand ever smoked.

- Fuente ranks #3 after Cohiba in "best brand" smoked, twice as high as Partagas.

- Major brand share increases were not commensurate with volume growth, due to proliferation of new brands.

- Uneven availability has also caused fluctuation, especially with Macanudo and Fuente.

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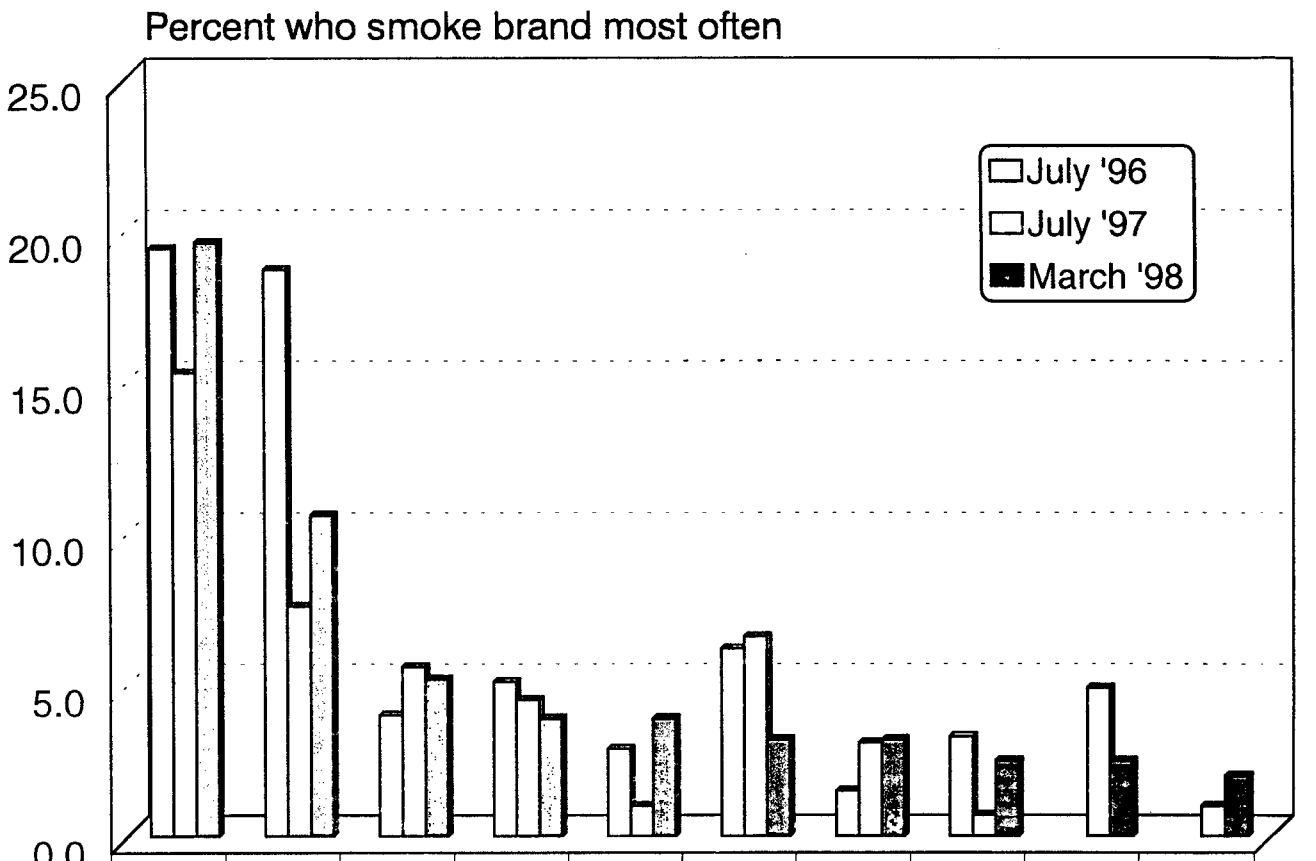
UNDER PROTECTIVE ORDER
GC 013807

Primary Brand Share

- Overall, brand shares have declined across brands, due to brand proliferation
- Macanudo has made up for lost share last year; Fuente appears to have regained some share, as well.
- Both Punch and Hoyo/Monterrey show increases
- Partagas has downward trend
- Cohiba earned a share point



	Maca-nudo	A. Fue nte	H.Up-mann	Part-agas	Punch	Thomp son	Don Diego	Hoyo/ Mont.	Te-Amo	Co hiba
July '96	19.4	18.7	4.0	5.1	2.9	6.2	1.5	3.3		
July '97	15.3	7.6	5.6	4.5	1.0	6.6	3.1	0.7	4.9	1.0
March '98	**19.6**	**10.6**	**5.2**	**3.9**	**3.9**	**3.2**	**3.2**	**2.5**	**2.5**	**2.0**

** Small sub-sample sizes; interpret with caution*

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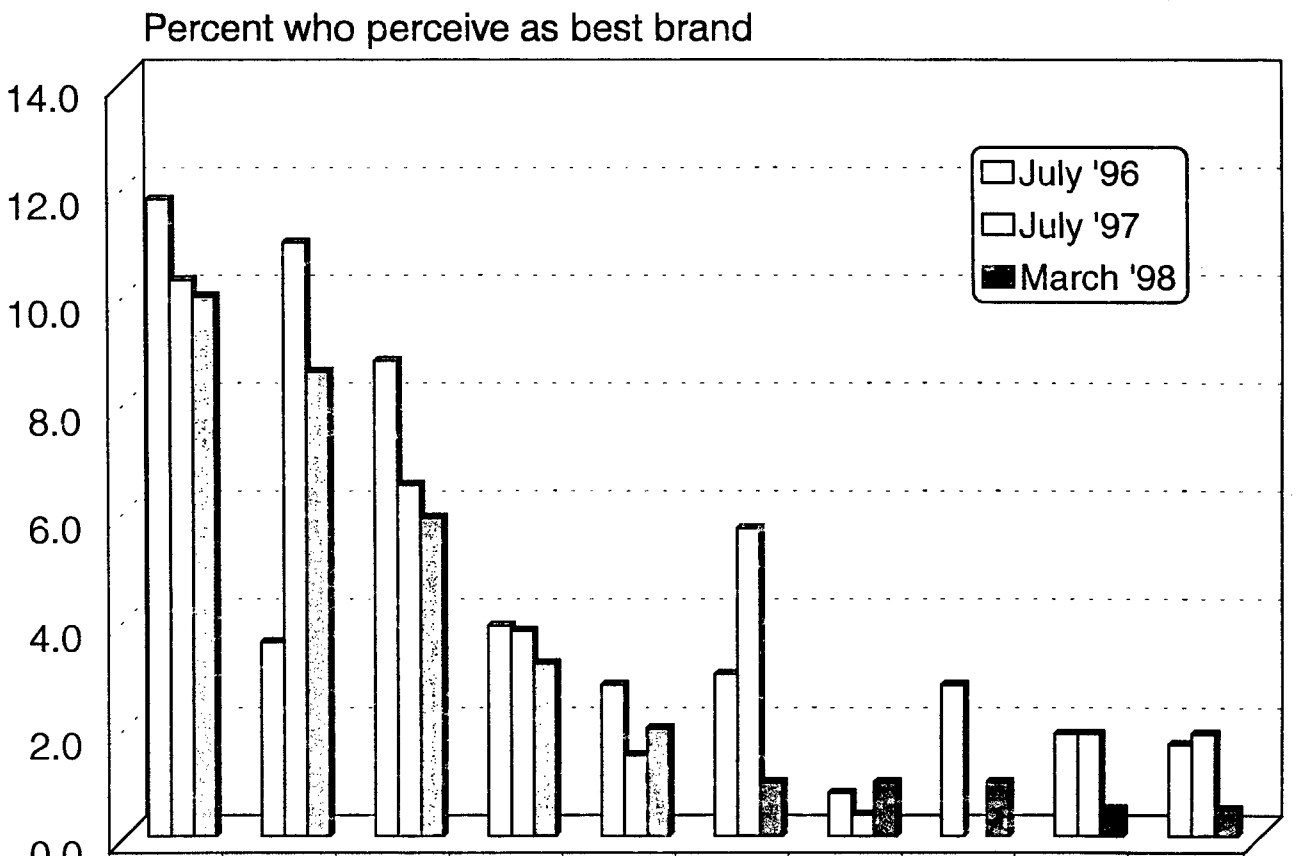
UNDER PROTECTIVE ORDER
GC 013808

Best Brand Ever Smoked

- Most top brands show declines in perceived best brand share, the most dramatic being for Upmann; brand proliferation is diluting share among brands, in general



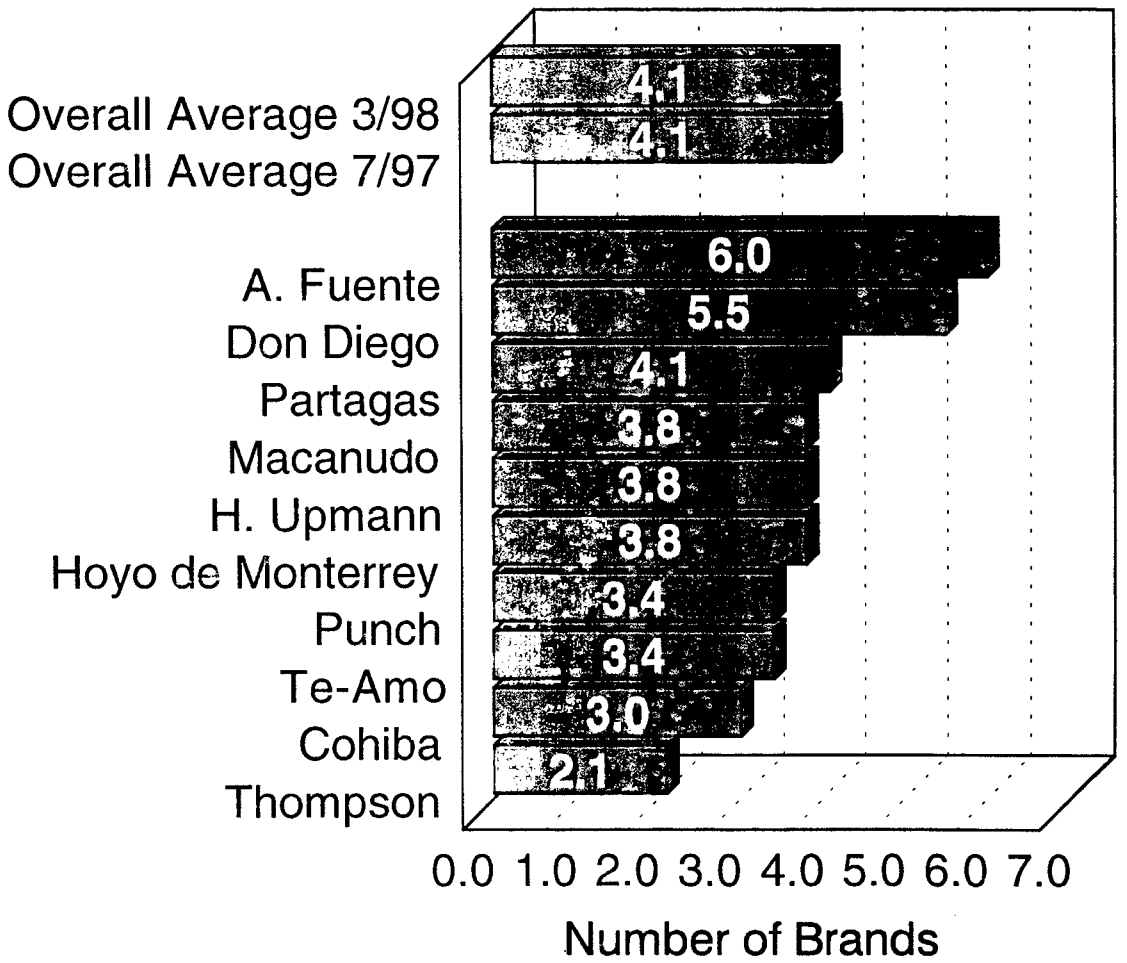
	Macanudo	Cohiba	A. Fuente	Partagas	Punch	H.Upmann	Don Diego	Hoyo/ Mont.	Thompson	Te-Amo
July '96	11.8	3.6	8.8	3.9	2.8	3.0	0.8	2.8	1.9	1.7
July '97	10.3	11.0	6.5	3.8	1.5	5.7	0.4		1.9	1.9
March '98	**10.0**	**8.6**	**5.9**	**3.2**	**2.0**	**1.0**	**1.0**	**1.0**	**0.5**	**0.5**

** Small sub-sample sizes; interpret with caution*

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 013809

Different Brands Smoked Regularly

- On average, premium smokers smoke 4 different brands on a regular basis; this remains consistent since July
- Fuente and D.Diego tend to smoke more brands than average; Thompson, Cohiba, Te-Amo and Punch smokers tend to smoke fewer different brands



** Small sub-sample sizes; interpret with caution*

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UNDER PROTECTIVE ORDER
GC 013810

Key Implications:

- Fuente continues to be biggest threat to both Macanudo and Partagas, as awareness and reputation continue.

- Consolidated brands continue to have low awareness and appeal; 4 brands ranking in top 11.

- As the number of brands in the category decreases, increased share of shelf and retailer support is critical.

- Focus trial promotion support in mainstream outlets as well as trial venues.

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UNDER PROTECTIVE ORDER
GC 013811

6. Quality and Satisfaction

Observations:

- There has been little measurable change in the relative importance of quality, price and availability since July, 1997

- Overall, premium smokers continued to be less satisfied with price than with aspects of quality.

- Fuente smokers may be becoming more price sensitive than smokers of other leading brands.

Key Implications:

- Quality continues to be the most leverageable feature of GCC brands.

- Price does not currently appear to be a critical issue in brand choice and smoking frequency.

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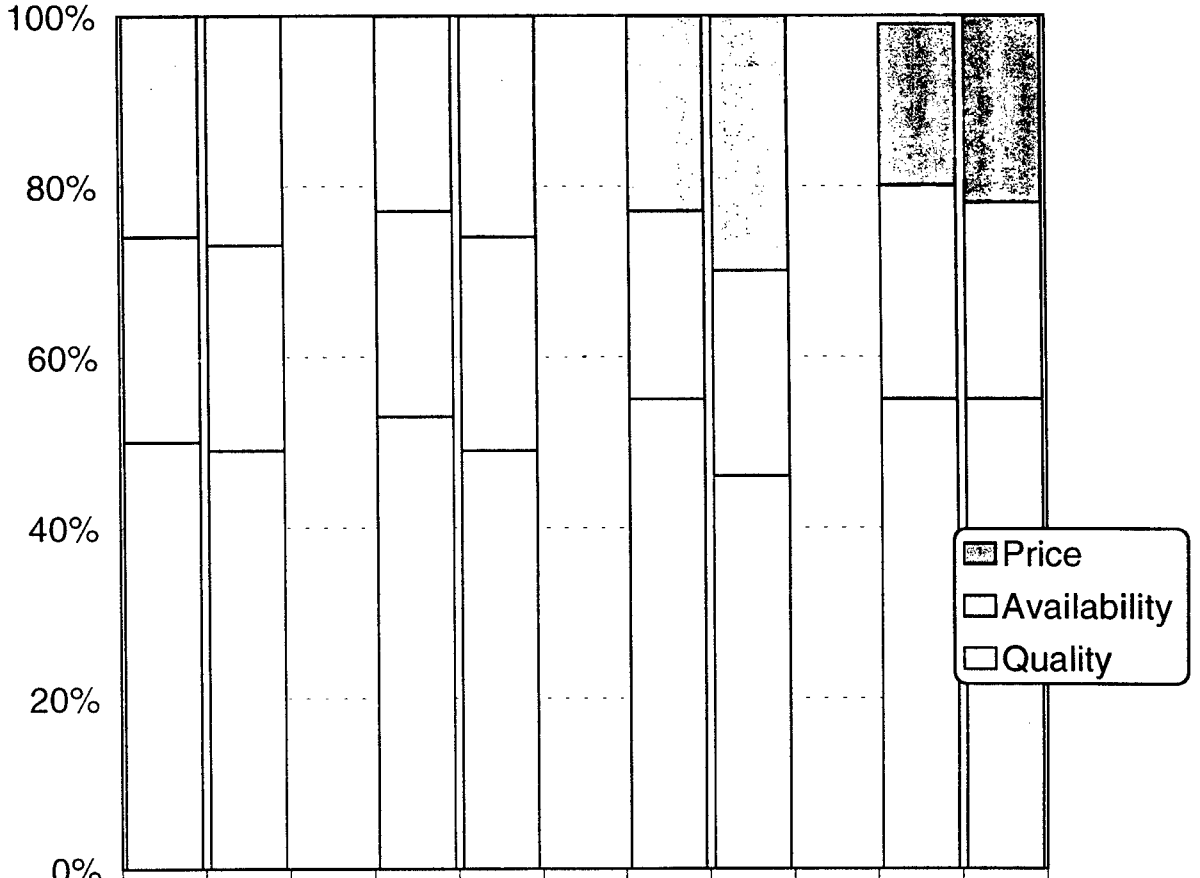
UNDER PROTECTIVE ORDER
GC 013812

Relative Importance of *Quality, Price, Availability*

- Overall, no change 2:1:1 (Q/P/A)
- Fuente and Macanudo smokers could be becoming more price-sensitive



	Total 7/97	Total 3/98	Mac 7/97	Mac 3/98	Fuen 7/97	Fuen 3/98	Part 7/97	Part 3/98
Price	26%	27%	23%	26%	23%	30%	19%	22%
Availability	24%	24%	24%	25%	22%	24%	25%	23%
Quality	50%	49%	53%	49%	55%	46%	55%	55%

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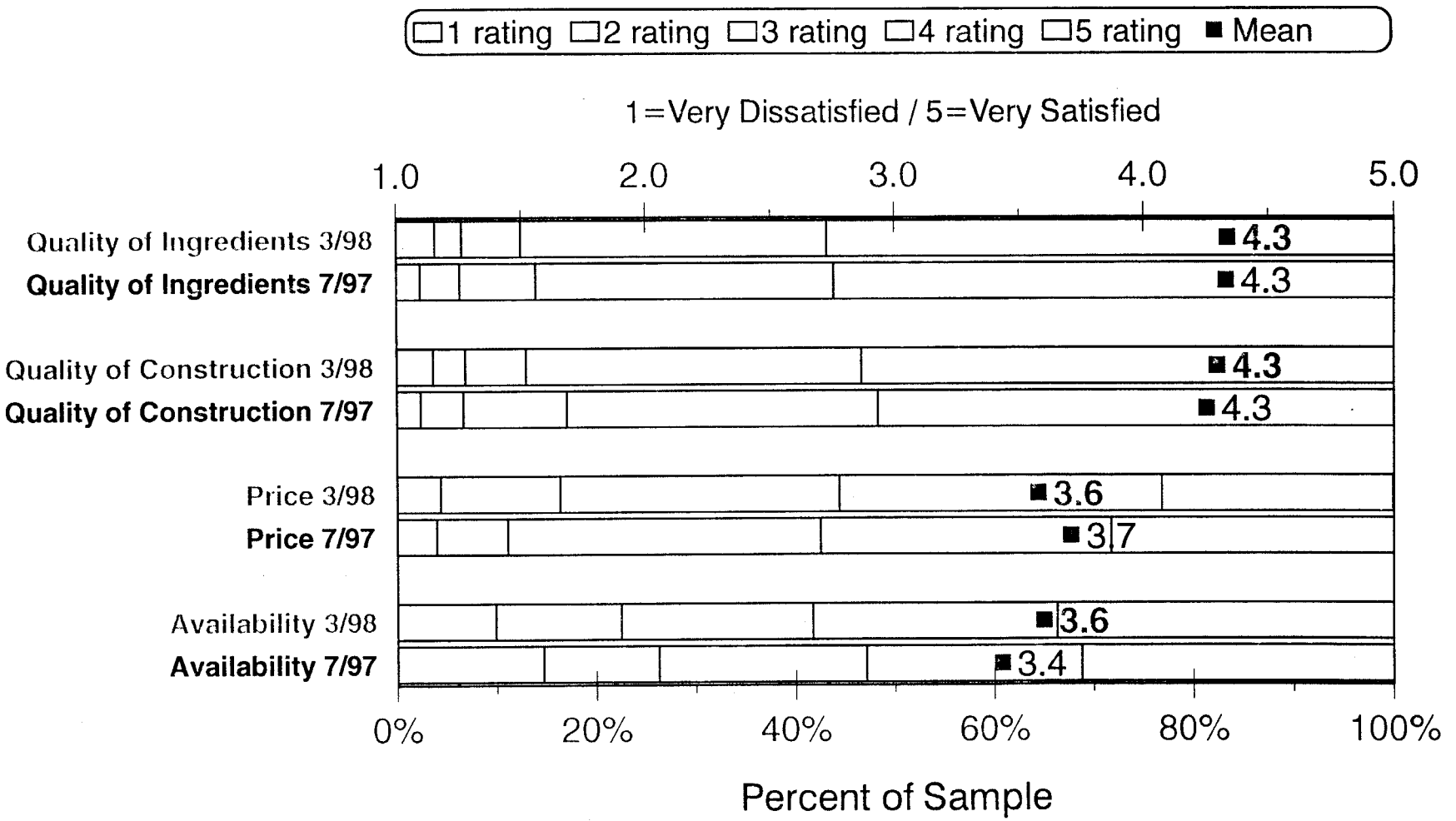
Satisfaction with Quality, Availability, Price



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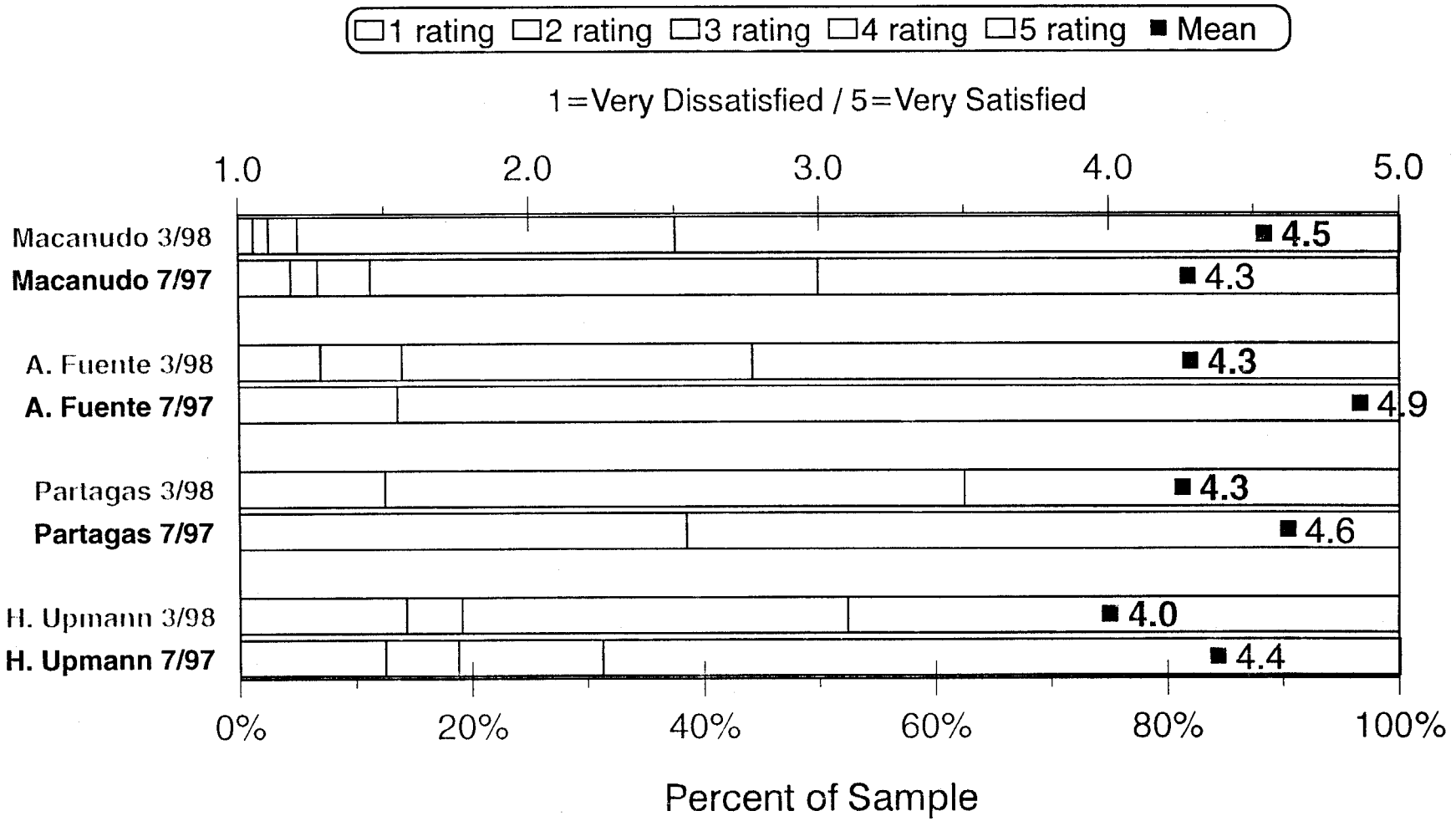
Satisfaction with Quality of Ingredients



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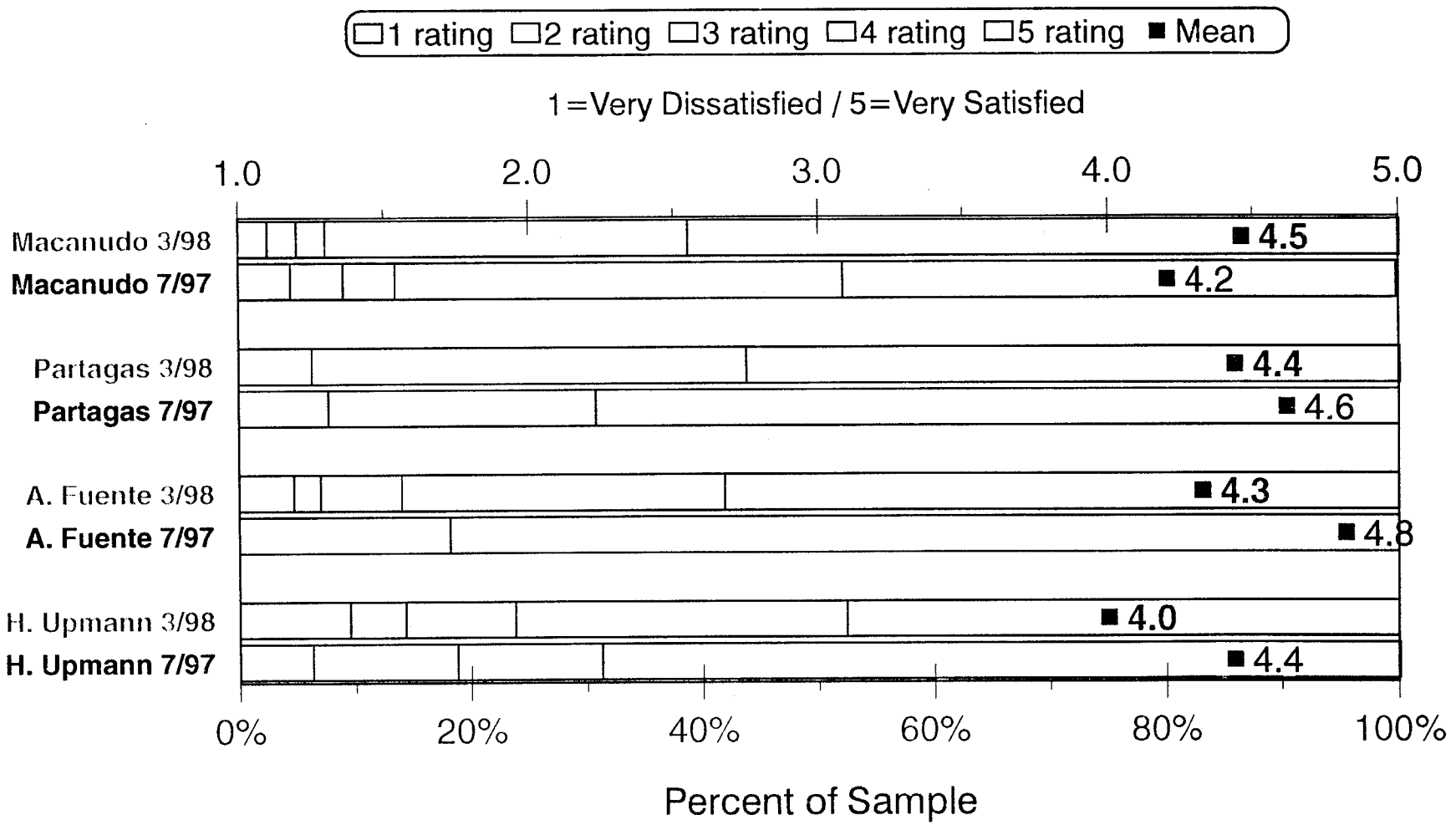
Satisfaction with Quality of Construction



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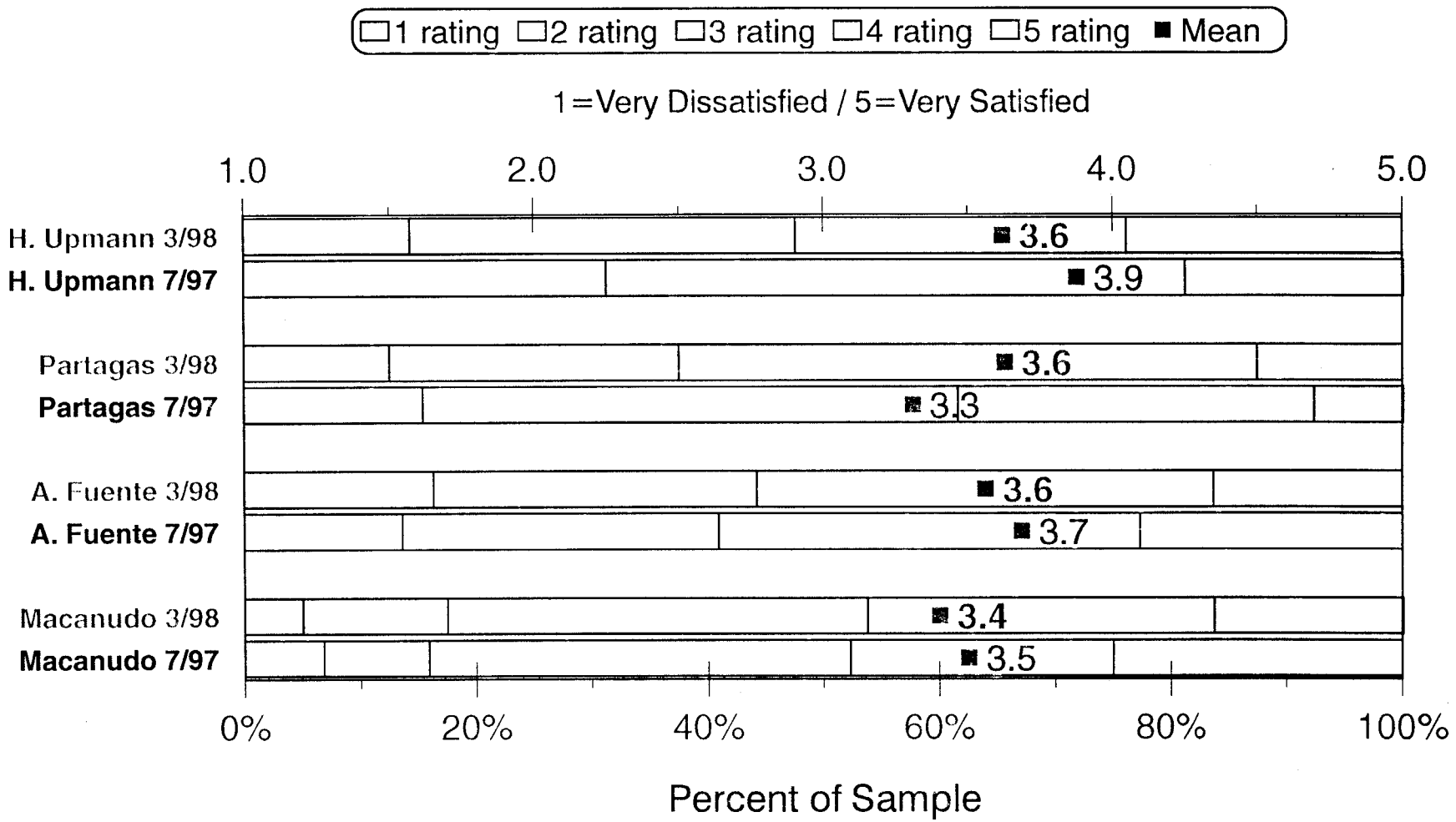
Satisfaction with Price



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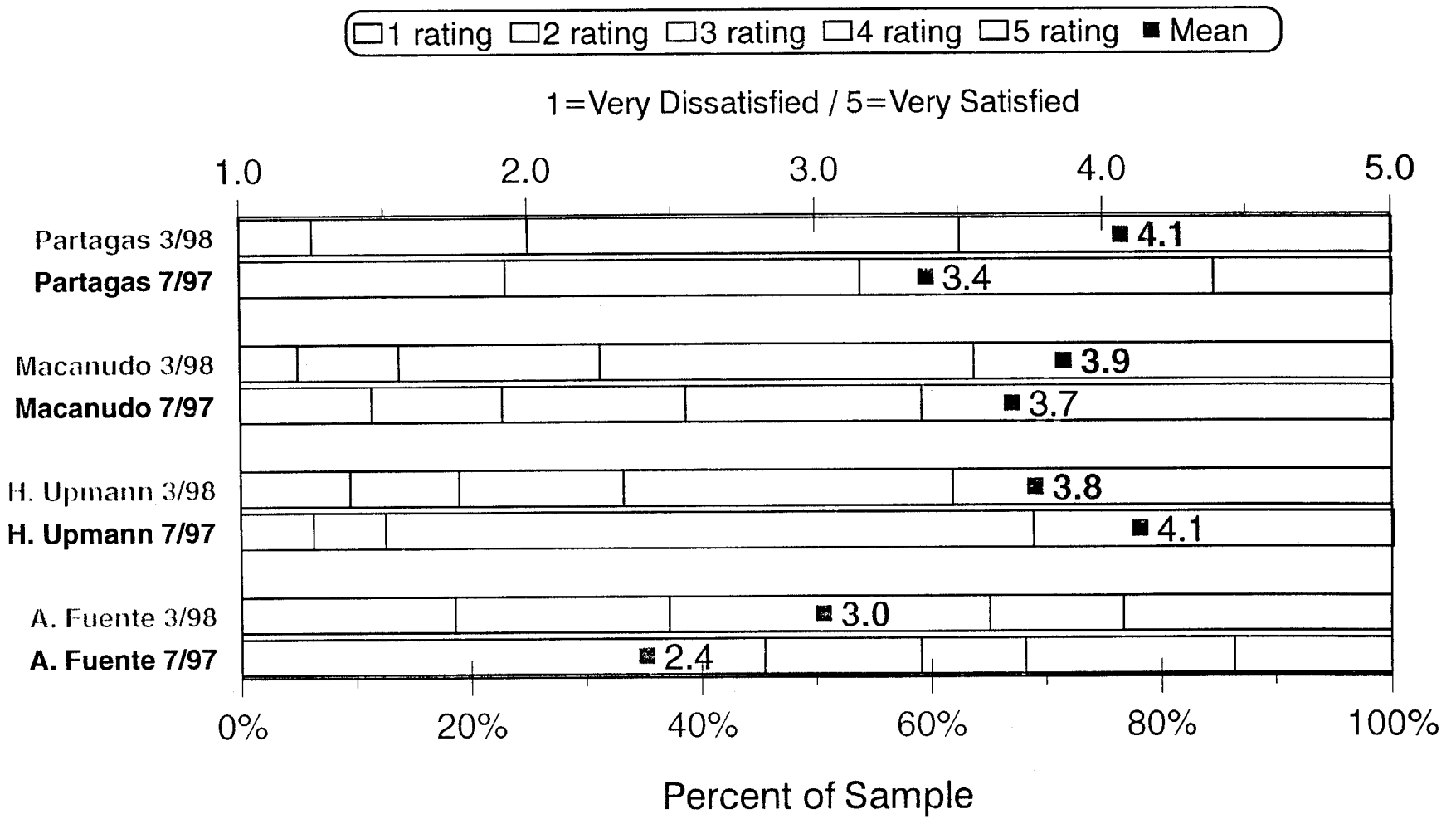
Satisfaction with Availability



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7. Price Sensitivity and Purchase Unit (averaged taxed price paid)

Observations:

- Premium smokers who purchase individual cigars make up 60% the market.

- Only 25% of premium smokers purchase by the box.

- Price does not appear to be increasing as a key issue at this time.

- Box purchasers' acceptable price range is notably lower than individual cigar purchasers, and they perceive they are paying notably less per cigar.

- Only 15% of Macanudo smokers buy by the box, while nearly 30% of Fuente smokers buy by the box.

Key Implications:

- There may be more box size discounting occurring than previously recognized. Also, box purchasers may skew heavily to mail order.

- There is a major opportunity for Macanudo to grow volume by encouraging full box purchase through loyalty/continuity promotions.

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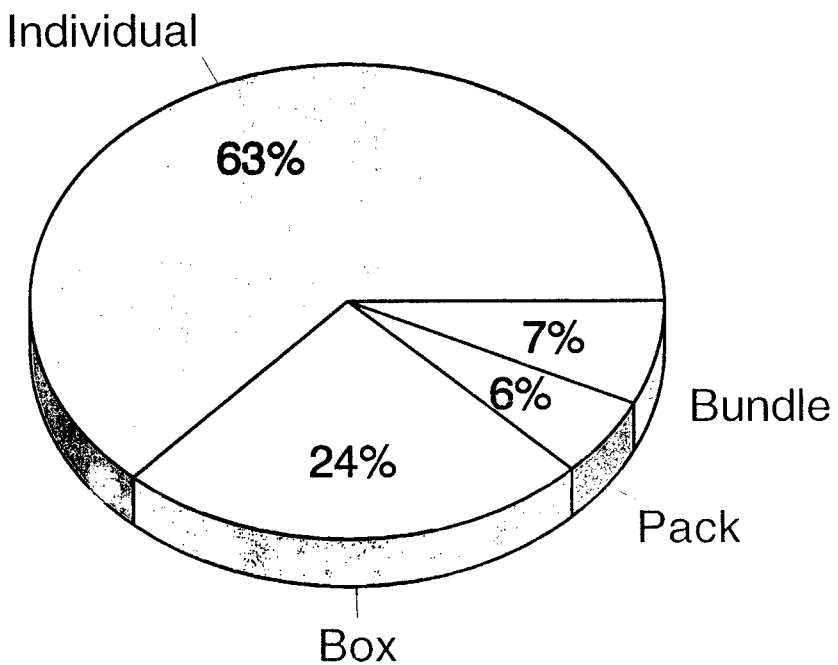
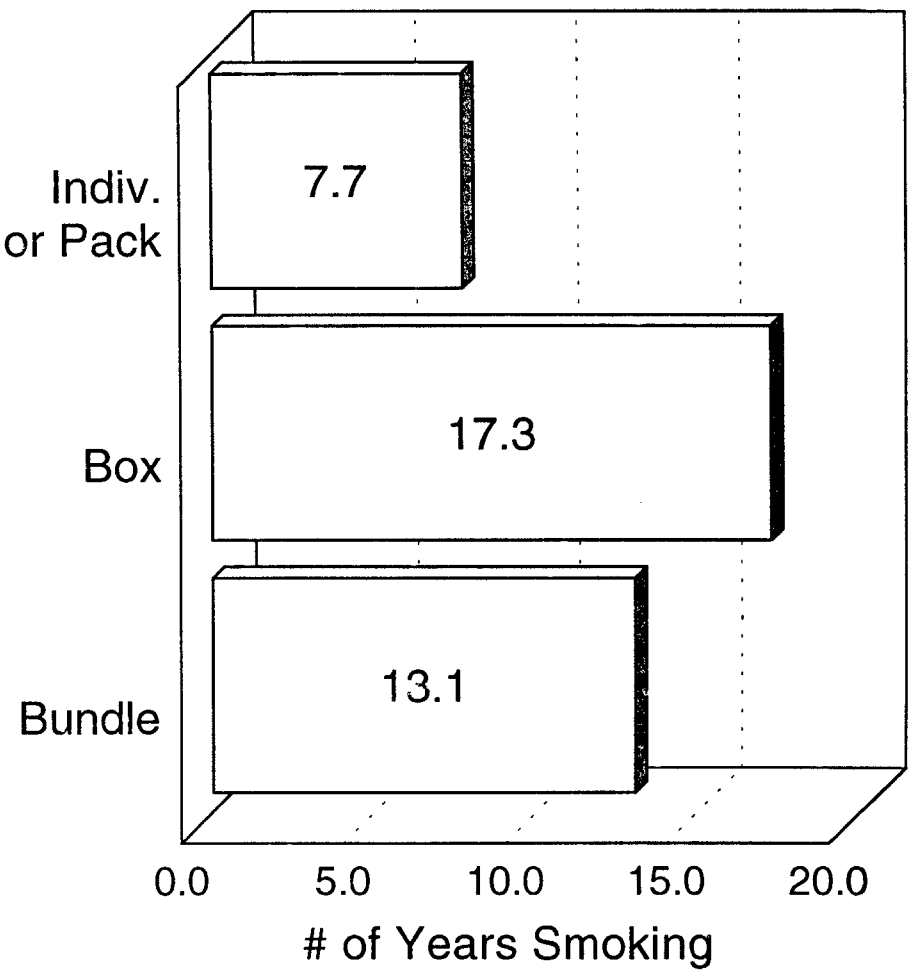
Individual, Pack, Box, & Bundle Purchases





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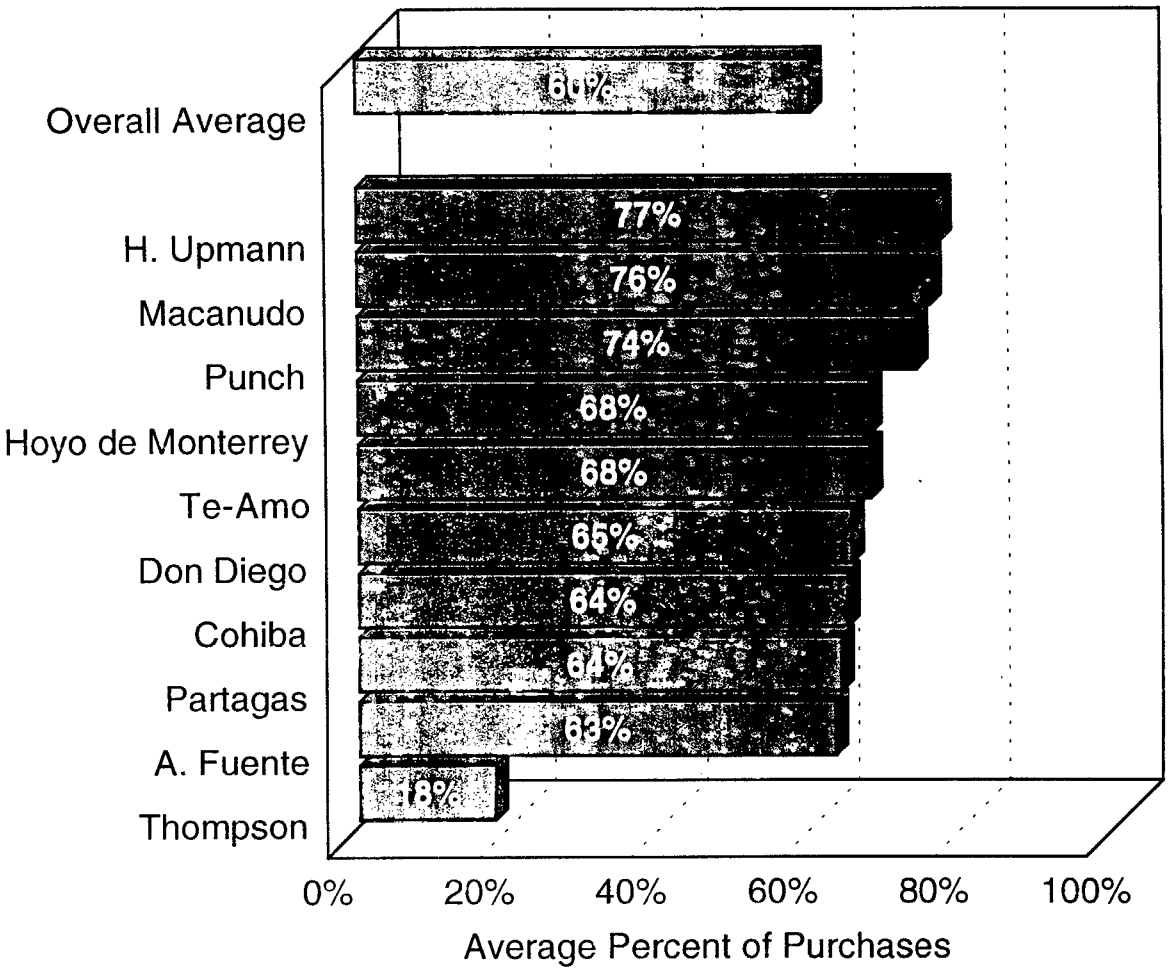
Cigars that are Purchased *Individually*

- Overall, 60% of premium purchases are individual cigars. H. Upmann, Macanudo and Punch skew higher, and Cohiba, Fuente and Thompson skew lower



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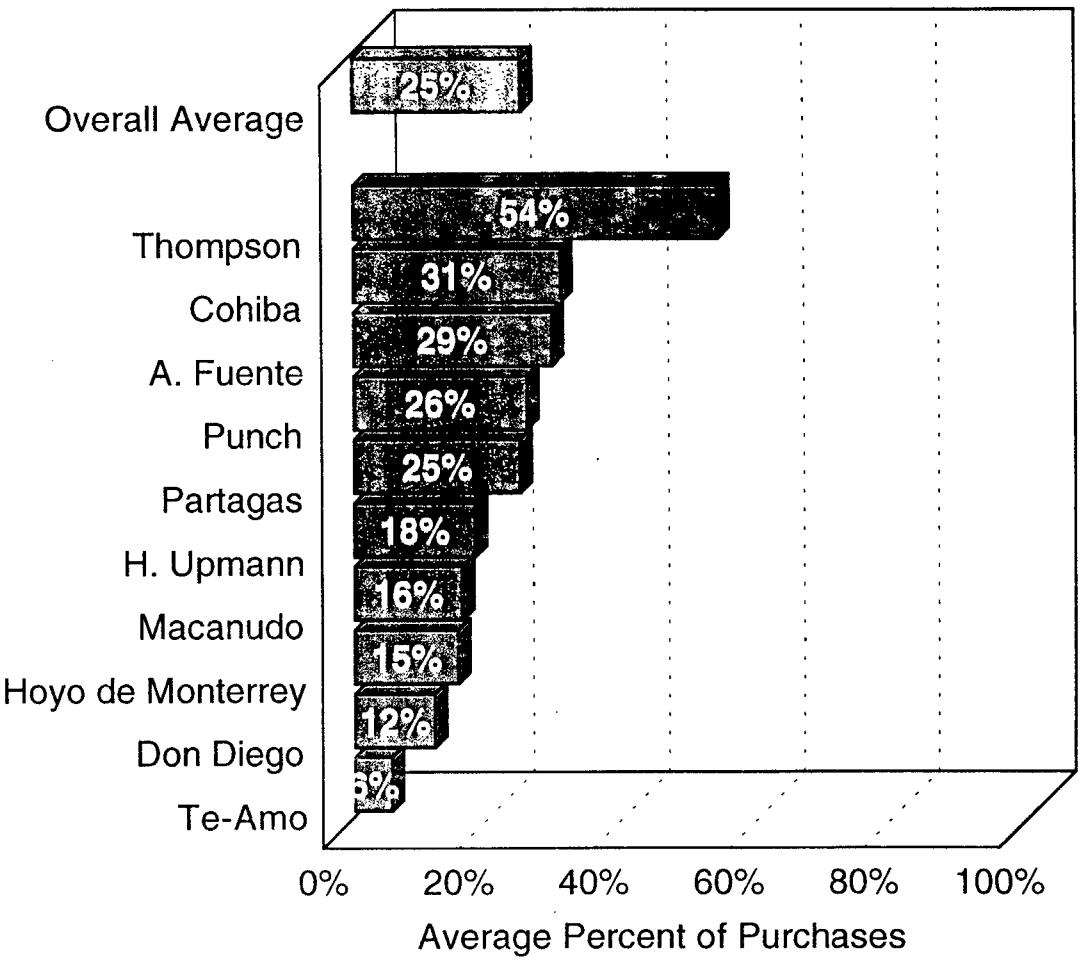
Cigars that are Purchased by the *Box*

- Overall, 25% of premium purchases are by the box. Thompson skews highest toward box ; Te-Amo and Don Diego skew lowest



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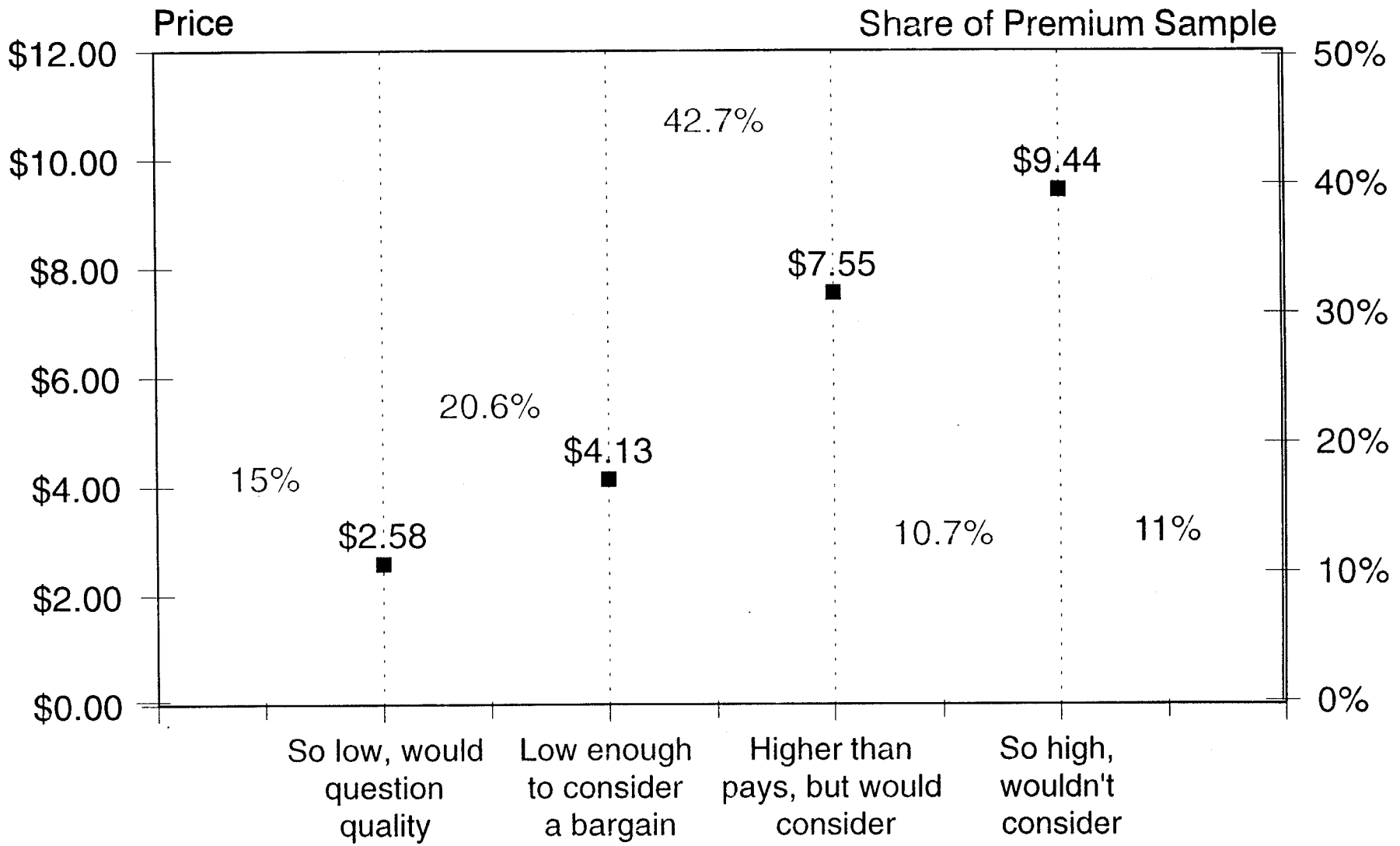
Individual Purchase Price Sensitivity



Individual

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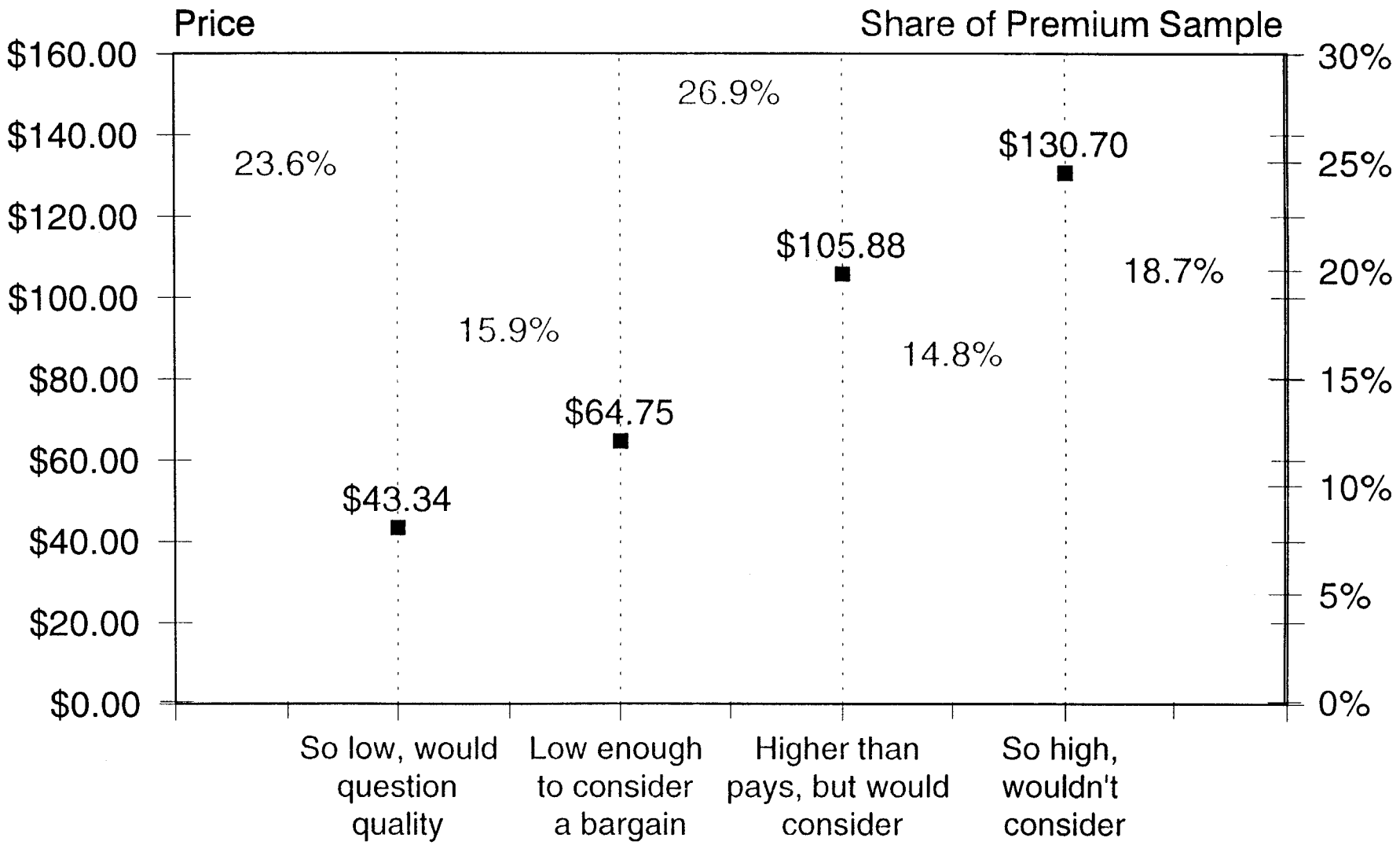
Box Purchase Price Sensitivity



Box

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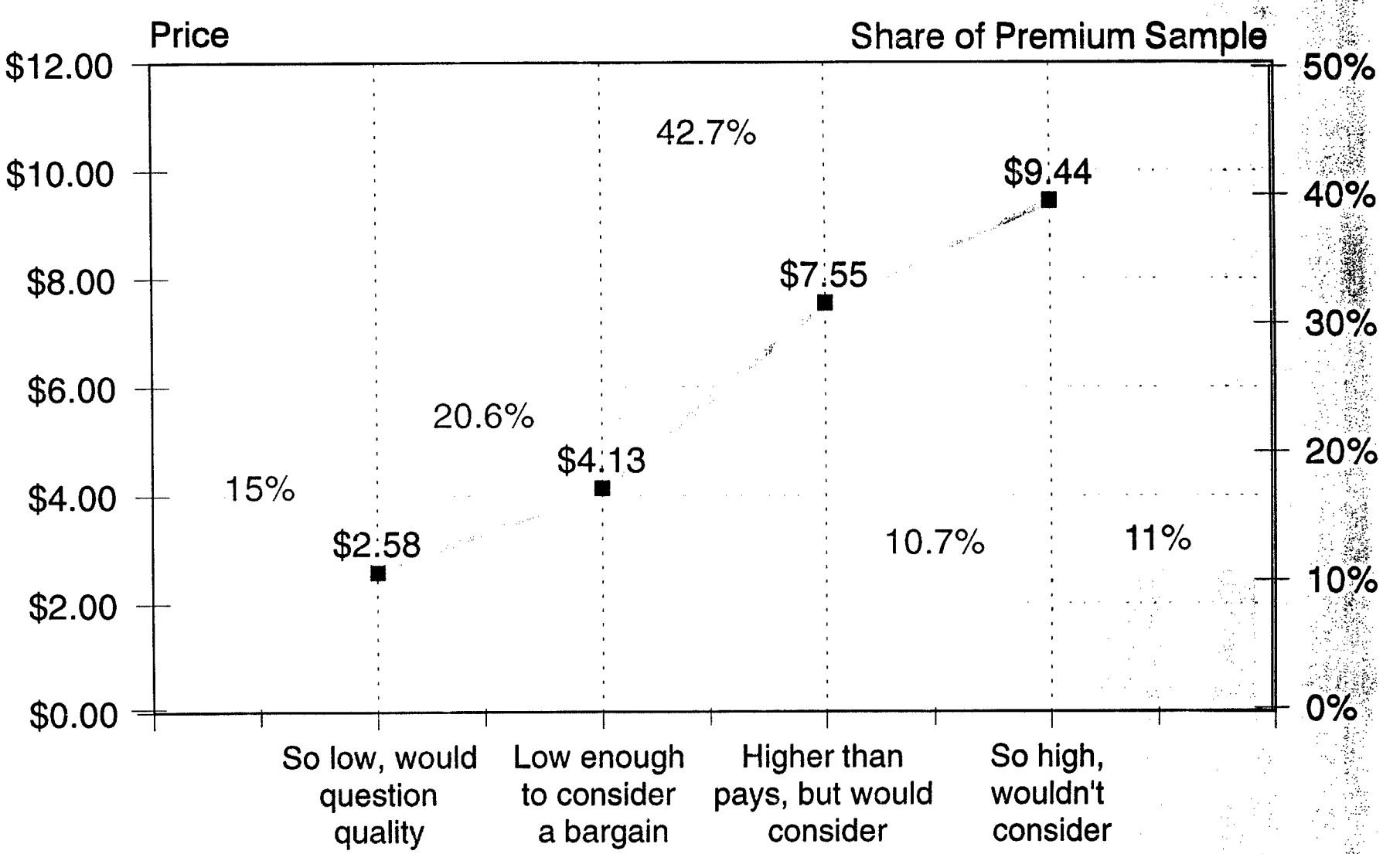
Individual Purchase Price Sensitivity



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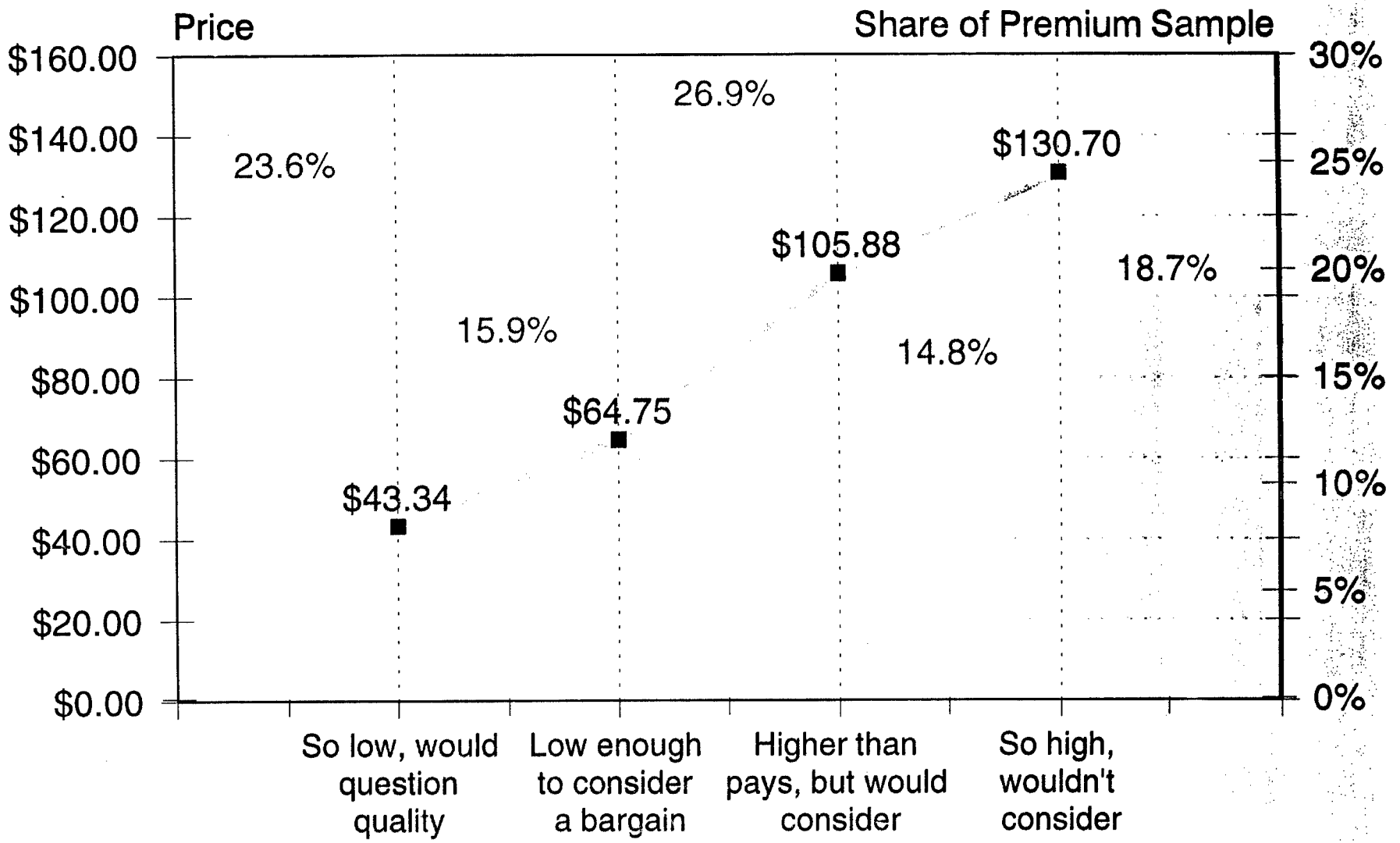
Box Purchase Price Sensitivity



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8. Purchase Habits and Distribution

Observations:

- Retail tobacconists continue to grow as the primary dominate purchase channel.
    - Tobacconists continue to be crucial to newer smokers.

- The growing tobacco discounter channel now primary source for 21% of premium smokers. Projects to 90MM premium cigars.

- Mail order continues as the primary resource for 13% of premium smokers, significantly lower than 1995-1996.

Implications:

Strongest focus should continue on TPP growth; Volume, distribution, and support.

GCC should prepare strong alliances with larger mail-order houses. Potential for increase in mail order is great as smoker tenure and confidence increases.

GCC should develop top to bottom strategy for tobacco discounters.

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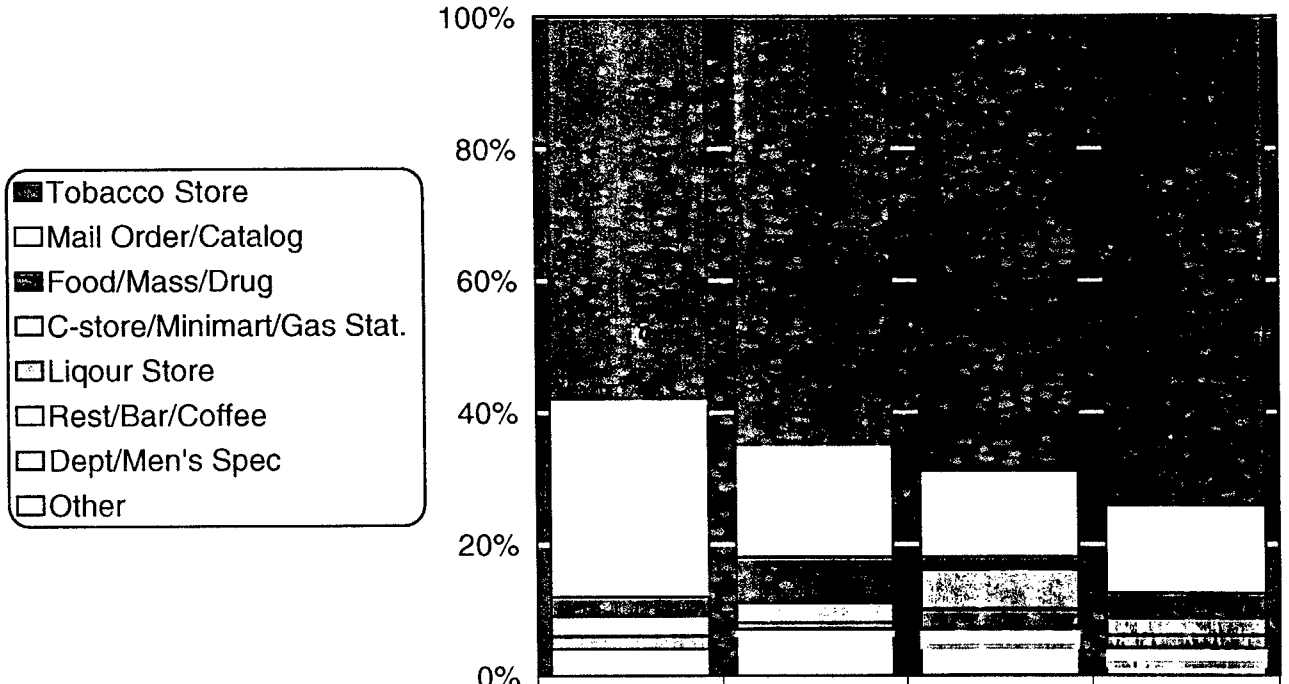
Primary Store Tracking

- The percentage of smokers who most often buy cigars at tobacco stores continues to grow
- Mail order appears to have stabilized with a 13% primary share
- C-store share seems to have peaked in 1997, and is now at the same share it had in '95 - '96.
- Relatively new venues like restaurants, bars/ coffee shops and department stores and men's specialty stores are starting to make an impact



	Jul 95	Jul 96	Jul 97	Mar 98
Tobacco Store	58	65	69	**74**
Mail Order/Catalog	30	17	13	**13**
Food/Mass/Drug	3	7	2	**4**
C-store/Minimart/Gas Stat.	3	3	6	**3**
Liqour Store	2	1	3	**2**
Rest/Bar/Coffee		1	2	**2**
Dept/Men's Spec			1	**1**
Other	4	6	4	**1**

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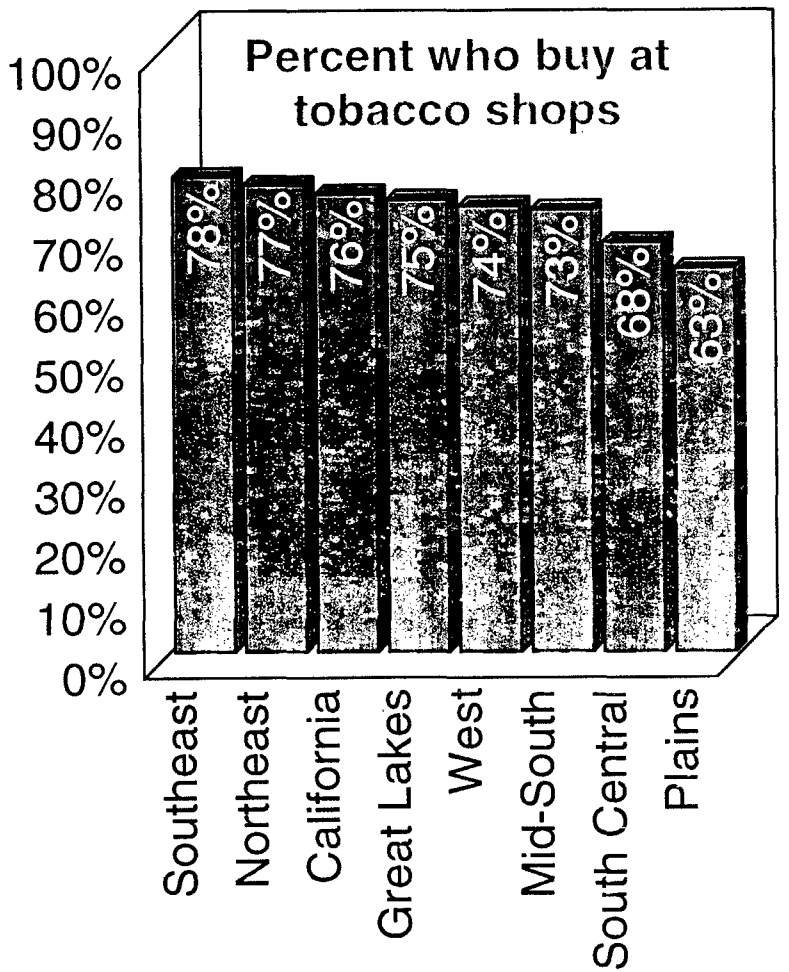
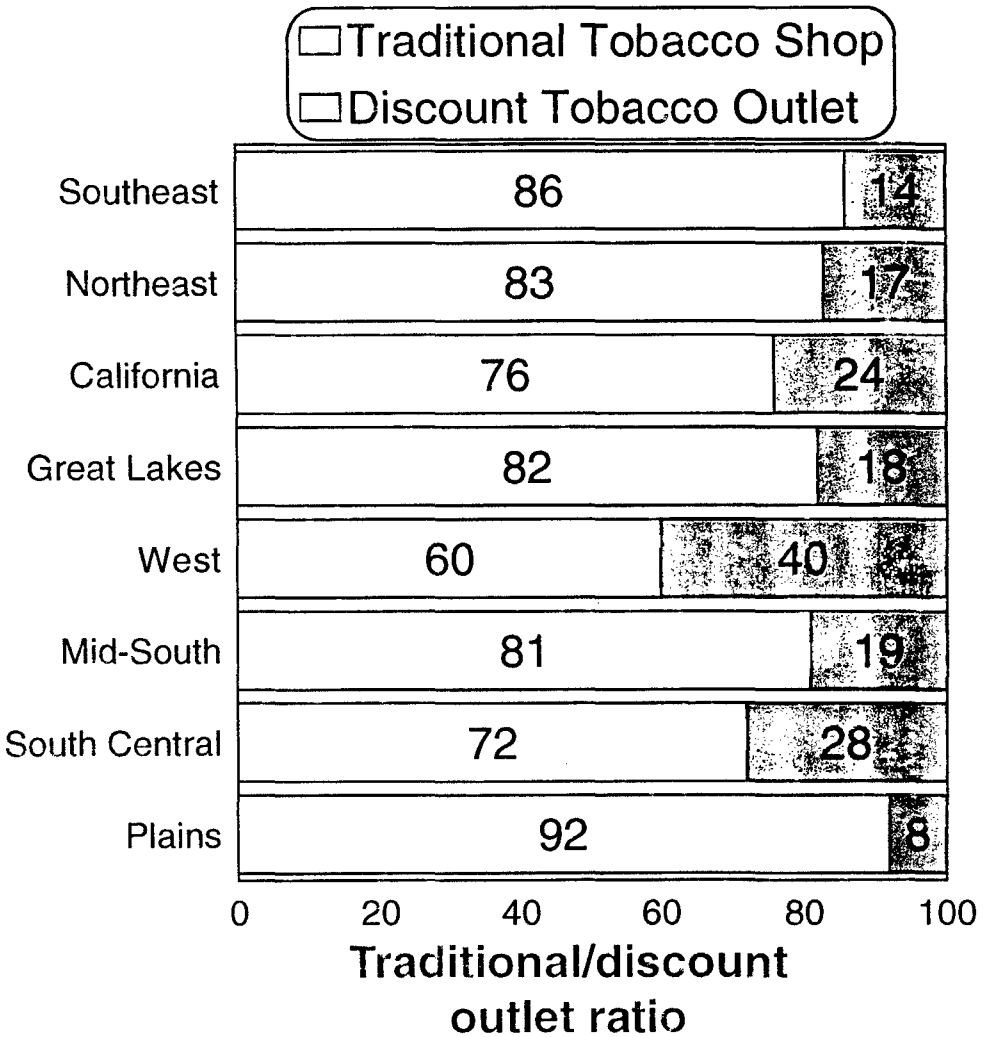
Premium

Tobacco Store Usage by IRI Region





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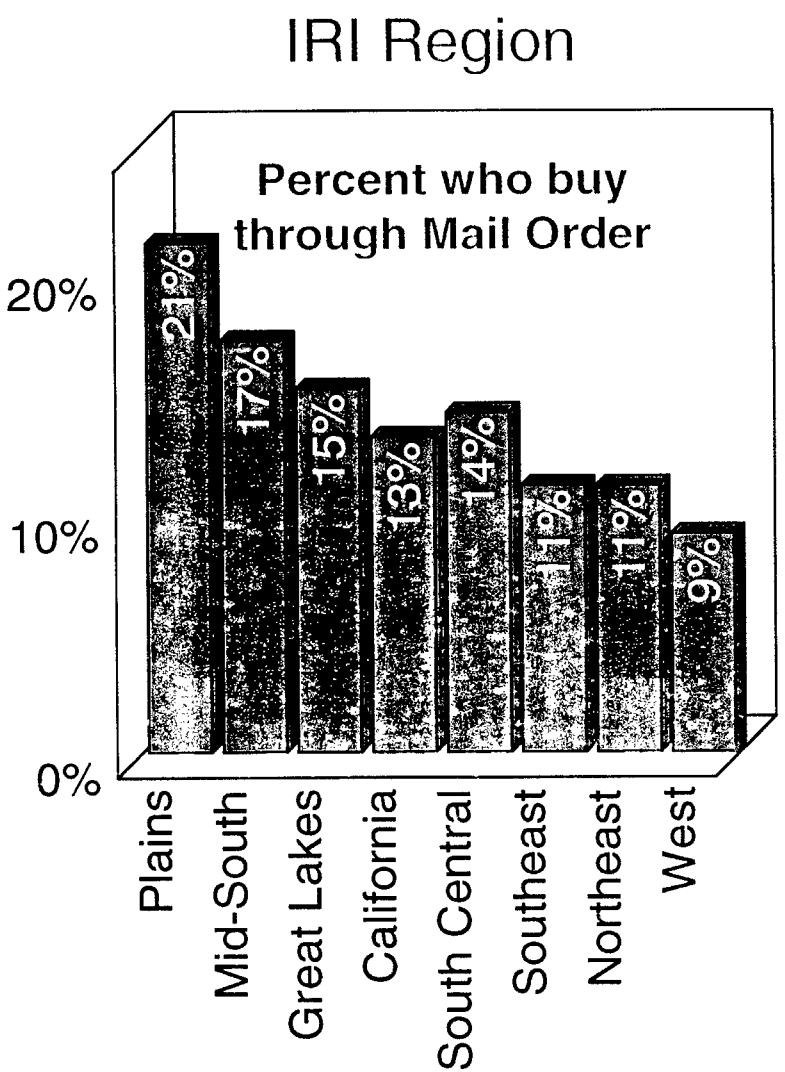
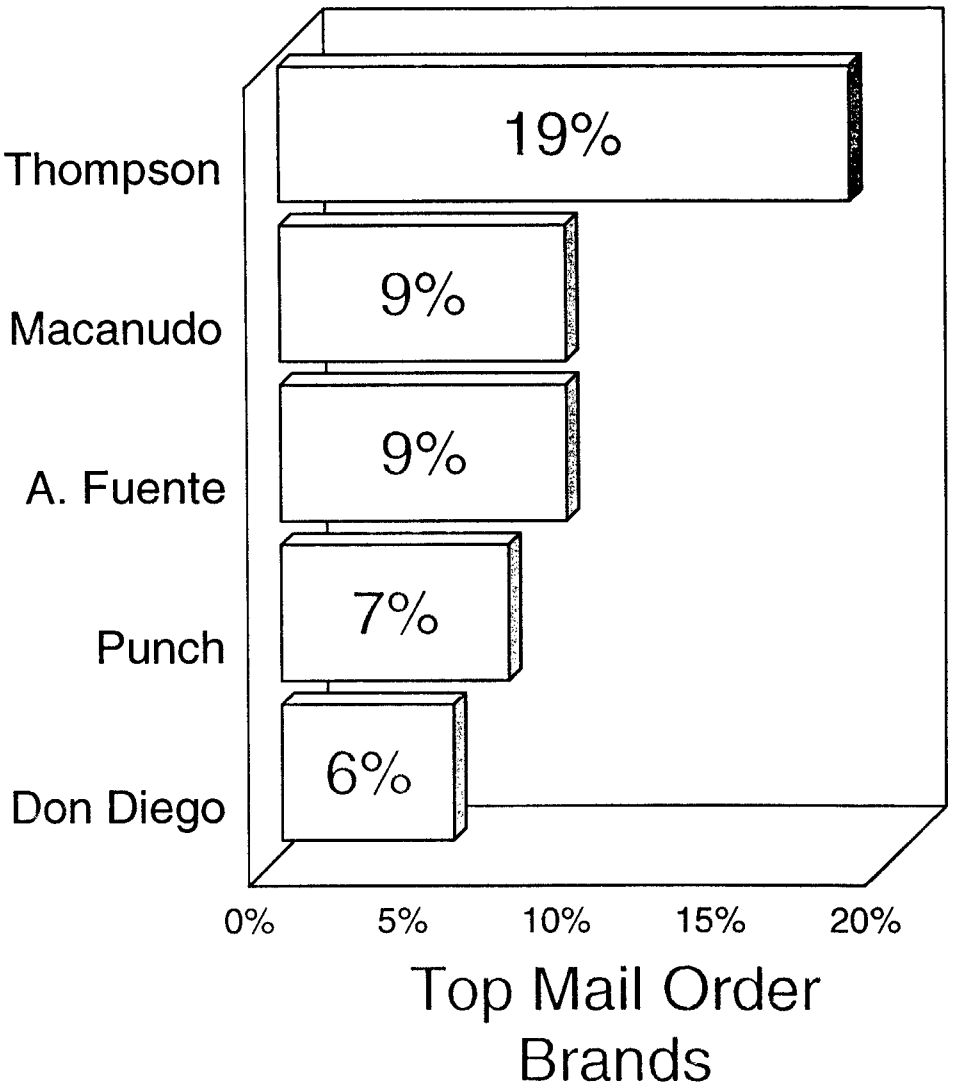
Top Primary Brands Bought Through Mail Order





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9. Premium Smoker Activities

Observation:

- Smoking alone has increased since July 1997.

- Socializing with others has decreased as a premium cigar activity.

Key Implications:

- Newer premium cigar smokers are beginning to follow the traditional usage patterns of more experienced smokers.

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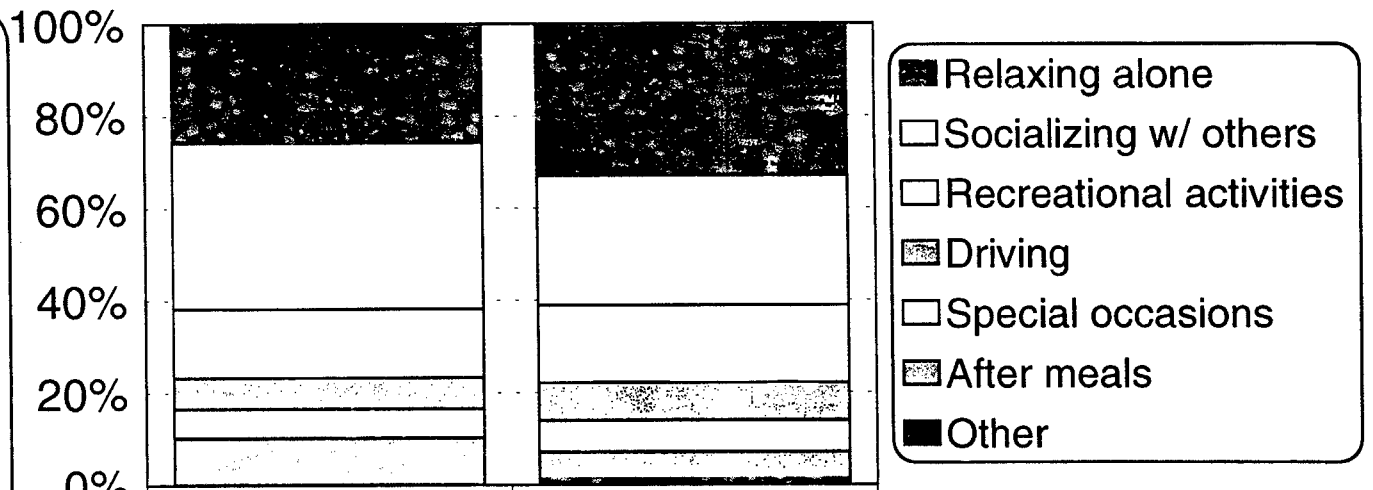
Smoking Activities Tracking

Activity Done Most Often While Smoking

- Premium smokers are *smoking alone* more, a trait of the typical mass smoker. As a result, smoking frequency among premium smokers may increase over time.



	July '97	**March '98**
Relaxing alone	26%	**33%**
Socializing w/ others	36%	**28%**
Recreational activities	15%	**17%**
Driving	7%	**8%**
Special occasions	6%	**7%**
After meals	10%	**6%**
Other	0%	**1%**

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10. Attitudes towards Cigars

Observations:

- There appears to be a notable increase in intent to continue premium cigar usage vs. July 1997.

- Premium smokers believe they are smoking better quality cigars than they were last year.

- Fewer smokers believe they need to smoke cheaper cigars for price reasons.

Key Implications:

- Here again, price issues do not appear to be a major consideration in smoking frequency or habits.

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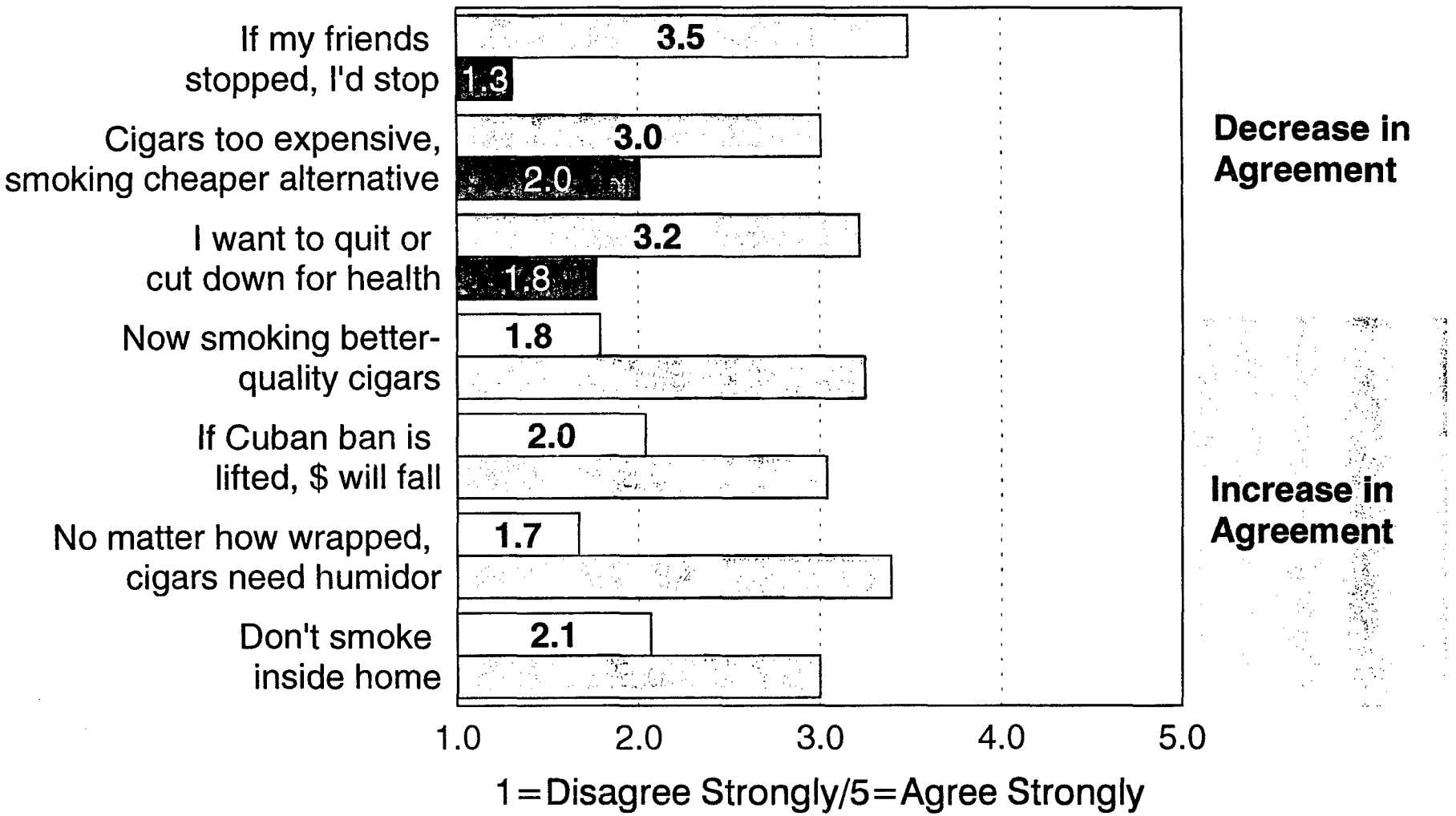
Premium

Statements Showing Significant Shift in Attitude



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11. Sources of Cigar Information

Observations:

- Premium smokers are using their peers and tobacconists notably less than July 1997 for cigar information.

- *Cigar Aficionado* and *Smoke* magazines continue to represent a major source for knowledge and information.

Key Implications:

The overall confidence level of less tenured smokers is increasing as they become more knowledgeable and experiment more.

Smokers may be becoming less concerned with peer influence in brand choice.

- Substance and taste preference is increasing vs. status.
- Relates to increase in "relaxing alone" over "socialization".
- Ties in with significantly larger number of brands recalled.

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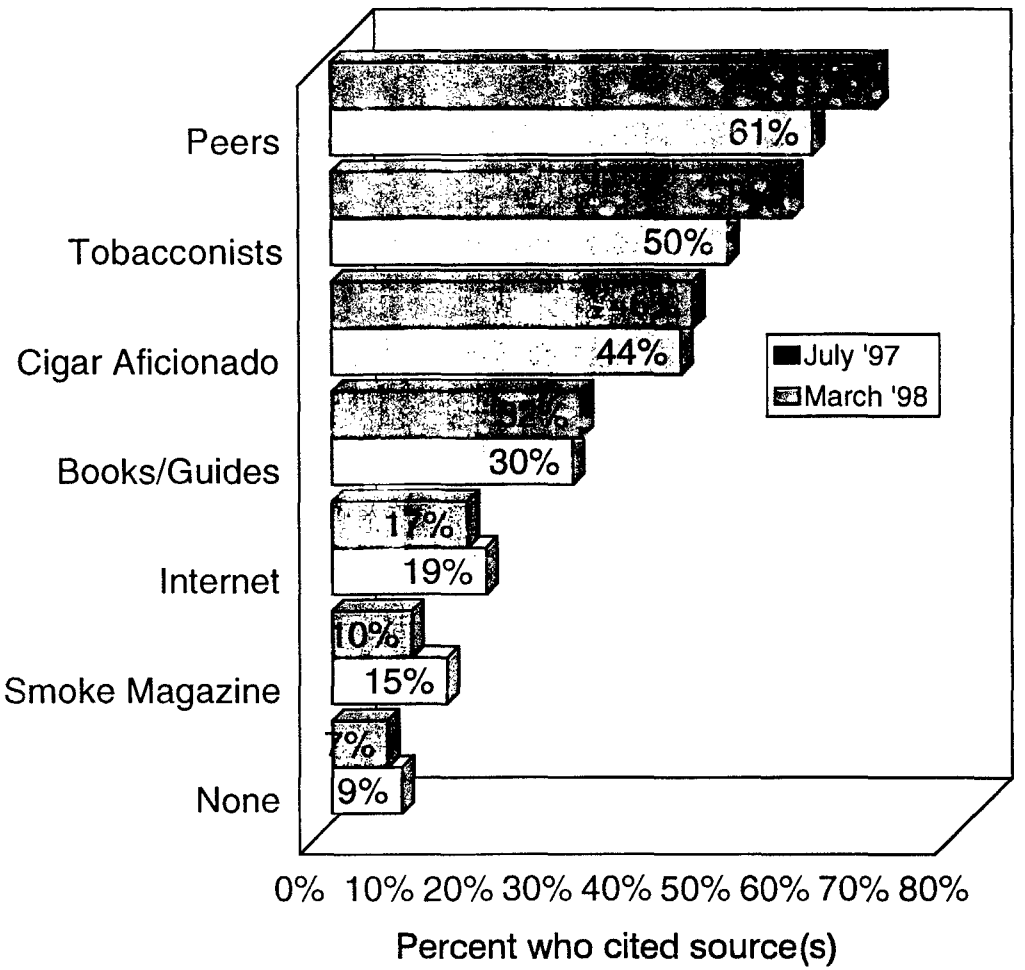
Sources of Cigar Information

- The reduced reliance on peers and tobacconists supports the finding that premium smokers are smoking alone more often now, and are maturing in terms of their brand preferences



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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

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 4

packaged facts®

THE MARKET FOR CIGARS

JULY 1997

Blumberg No. 6114
DEFENDANT'S EXHIBIT
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GC 014066

TABLE OF CONTENTS

I. EXECUTIVE SUMMARY **1**

The Products **2**
- Scope of Report 2
- Three Market Categories 2

The Market **3**
- Retail Sales Hit $1.3 Billion 3
- Table 1–1: Size and Growth of the U.S. Cigar Market: By Category, 1991–2001 (dollars and percent): mass market large cigars, premium cigars, little cigars 3
- Unit Sales Approach 4.5 Billion Mark 4
- Factors Driving Current Growth 4
- Factors in Future Growth 5
- Dollar Sales to Top $2.3 Billion by 2001 6

The Marketers **7**
- Big Four Dominate Market 7
- Key Marketers Go Public 7
- Unit Sales: Swisher the Leader 8
- Figure 1–1: Marketer Shares of U.S. Unit Sales of Cigars, 1995 (percent): Swisher International, Consolidated Cigar Co., Havatampa/Phillies Cigar Corp., General Cigar Co. 9
- Supermarket Retail Dollar Sales: Consolidated Cigar #1 9
- Figure 1–2: Marketer Shares: Cigar Retail Dollar Sales in Supermarkets, 1996 (percent): Swisher International, Consolidated Cigar, Havatampa, General Cigar 10
- Large Cigars and Cigarillos: Swisher Leads the Pack 10
- General Cigar Top Marketer of Premium Cigars 11
- Swisher Big in Little Cigars 11
- Key Trend: Premium/Mass Market Hybrids 11

Distribution and Retail **12**
- Distribution 12
- Retail 12

The Consumer **13**
- Some 5 Million Adults Smoke Cigars 13
- One Million Premium Cigar Smokers 13
- Demographics Affecting Cigar Use 13
- Premium Cigars: An Upscale Profile 13

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014067

Scope and Methodology **15**
Scope of Report 15
Overall Methodology 15
Calculation of Overall Market Size 15
Calculation of Premium Cigar Market Size 16
Basis for Market Share Estimates 16
Time Period of Data 16
Assumptions for Forecasts 16

II. THE PRODUCTS **17**

The Products **18**
Scope of Report 18
A Brief History of Cigars 18
Elements of a Cigar 19
Filler 19
Binder 19
Wrapper 19
Three Main Product Types 20
Large Cigars 20
Cigarillos 20
Little Cigars 20
A Quick Primer on Cigar Speak 20
Cigar Band 21
Head 21
Humidor 21
Ring Gauge 21
Tuck 21
Shapes, Sizes, and Frontmarks 21
Table 2–1: Common Cigar Frontmarks and Sizes (inches): Churchill, Cigarillo, Corona, Corona Extra, Corona Grande, Demi Tasse, Double Corona, Gigante, Half Corona, Lonsdale, Panatela, Petit Corona, Robusto, Small Panetela, Torpedo 22
Colors 22
Table 2–2: Basic Cigar Colors (description): Claro Claro, Claro, Colorado Claro, Colorado, Colorado Maduro, Maduro, Oscuro 23
Premium and Mass Market 23
Three Market Categories 23
Packaging 24

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014068

Government Regulations **25**
Cigars Regulated at All Layers of Government 25
Regulations Affecting Manufacture 25
Regulations Affecting Advertising 25
Regulations Affecting Sale 25
Regulations Affecting Use 26
Tax Regulations 27
Table 2–3: State Excise Taxes on Cigars, 1996 28
Warning Labels 28

III. THE MARKET **30**

Market Size and Growth **31**
Retail Sales Hit $1.3 Billion 31
Figure 3–1: Size and Growth of the U.S. Cigar Market, 1991–1996 (retail dollars and units) 32
Unit Sales Approach 4.5 Billion Mark 32
Sales of Mass Market Large Cigars Approach $850 Million 33
Table 3–1: Size and Growth of U.S. Cigar Market: By Category, 1991–1996 (retail dollars): mass market large cigars, premium cigars, little cigars 33
Premium Cigar Sales Explode to $315 Million 33
Little Cigar Sales Increase for Fifth Consecutive Year 34
Premium Sales Driving Growth 34
Table 3–2: Growth in U.S. Cigar Retail Dollar Volume: By Category, 1991–1996 (retail dollars and percent): large mass market cigars, premium cigars, little cigars 34
Unit Growth: Consumption of Mass Market Large Cigars Up Sharply 35
Table 3–3: Size and Growth of U.S. Cigar Market Volume: By Category, 1991–1996 (units): mass market large cigars, premium cigars, little cigars 35
Unit Sales of Premium Cigars: Full Steam Ahead 35
Little Cigars Experience Modest Unit Growth 36
Good Times Bring Price Hikes 36
Table 3–4: Average Retail Price per Unit of Cigars in the U.S., 1991–1996 (dollars and percent) 36
Per Capita Consumption Rebounds 37
Figure 3–2: U.S. Annual Per Capita*Consumption of Large Cigars, 1987–1996 (units and pounds) 38
United States a Net Importer of Cigars 38
Figure 3–3: U.S. Imports and Exports of Large Cigars, 1993–1996 (units) 40

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UNDER PROTECTIVE ORDER
GC 014069

Current Market Conditions **41**
Demand Outstripping Supply 41
Changing Image for Cigars 41
Celebrities as Cigar-Smoking Role Models 42
Cigars Hip Among Young Professionals 42
Baby Boomers Also Lighting Up 42
Cigars Have Nostalgia Value 43
Cigars as a Symbol of Prosperity 43
Cigar-Smoking as Social Rebellion 43
Special Events Fueling Interest 44
Proliferation of Cigar Bars, Cigar-Friendly Restaurants 45

Factors in Future Growth **46**
Supply Problems Expected to Ease 46
Cigar Boom: Fad or Trend? 46
Reading the Tea Leaves: Long-Term Consumption Patterns 46
Figure 3–4: U.S. Consumption of Large Cigars, 1957–1996 (units) 48
Cigars Perceived as Safer Than Cigarettes 48
Favorable Demographics Portend Continued Growth 49
Figure 3–5: Projected U.S. Population of Young and Middle-Age Adult Males, 1996–2002 (number): 25– to 39–year-old males, 40- to 54–year old males 50
Anti-Smoking Laws May Deter New Smokers 50
Wild Card: An End to the Cuban Embargo? 51

Market Projections **52**
Dollar Sales to Top $2.2 Billion by 2001 52
Table 3–5: Projected Size and Growth of U.S. Cigar Market: By Category, 1996–2001 (retail dollars): large mass market cigars, premium cigars, little cigars 52
Strong Increases Expected for Premium, Large Mass Market Cigars 52
Unit Sales Will Pass 5.7 Billion Mark by 2001 53
Table 3–6: Projected Size and Growth of U.S. Cigar Market: By Category, 1996–2001 (units): large mass market cigars, premium cigars, little cigars 53
Moderating Unit Growth Expected 54

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UNDER PROTECTIVE ORDER
GC 014070

Market Composition **55**
Mass Market Large Cigars Represent Bulk of Sales 55
Figure 3–6: Unit and Dollar Share of U.S. Cigar Market: By Category, 1996 (percent): mass market large cigars, premium cigars, little cigars 56
Key Retail Outlets: Drug Stores, Grocery Stores 56
Little Seasonal, Regional Variation in Sales 57
Sales by Price Point 57
Dominican Republic Leading Source of Imported Large Cigars 57
Table 3–7: Value of U.S. Imports of Large Cigars: By Leading Countries of Origin, 1993–1996 (CIF dollar values): Dominican Republic, Honduras, Mexico, Jamaica, Nicaragua, Netherlands, Spain, Germany, Switzerland, Brazil, Other 58
Imports of Little Cigars Relatively Minor 58
Table 3–8: Value of U.S. Imports of Little Cigars: By Leading Countries of Origin, 1993–1996 (CIF dollar values): Netherlands, Germany, Denmark, Spain, Other, World 59

IV. THE MARKETERS **60**

The Marketers **61**
Big Four Dominate Market 61
Most Marketers Are Specialists 61
No Involvement by Cigarette Marketers 61
Smaller Marketers 61
Mail-Order Distributors 62
Degree of Vertical Integration 62
Most Marketers Offer Multiple Brands 63
Table 4–1: U.S. Marketers and Brands of Cigars: By Product Category, 1997 (listing): marketer, type of cigar, selected brands 64
Many Brands Offer Multiple Frontmarks 66

Marketer Shares **67**
Two Sources of Market Share Information 67
A Note on Use of *Maxwell Report* Data 67
Value and Limitations of *Tobacco Reporter* Data 67
Value and Limitations of IRI Data 68
Four Major Marketers 69
Unit Sales: Swisher the Leader 69

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UNDER PROTECTIVE ORDER
GC 014071

Table 4–2: Marketer Shares of U.S. Cigar Market, 1995 and 1994 (percent): Swisher International, Consolidated Cigar Co., Havatampa/Phillies Cigar Corp., General Cigar Co., Tobacco Exporters International 69
Consolidated Cigar Second in Unit Sales 70
Havatampa/Phillies Ranks Third in Unit Sales 70
General Cigar, Tobacco Exporters Round Out Top Five 70
Retail Dollar Sales: Consolidated Cigar #1 in Supermarkets 71
Table 4–3: Marketer and Brand Shares of U.S. Cigar Market, 1996 and 1995 (percent): Consolidated Cigar, Swisher International, General Cigar Co., Havatampa/Phillies Cigar Corp., John Middleton Inc., Tobacco Exporters International, Finck Cigar Co., Lane Ltd. 72
Swisher International Second in Supermarkets 73
General Cigar, Havatampa/Phillies Compete for Third 73
Supermarket Sales: Other Marketers 73
Large Cigars and Cigarillos: Swisher Leads the Pack 73
Table 4–4: U.S. Marketer and Brand Shares of Large Cigars and Cigarillos†, 1995 and 1994 (percent): Swisher International, Havatmpa/Phillies Cigar Co., Consolidated Cigar Co., General Cigar Co., M&N Cigar/Fuente, House of Windsor 74
Double-Digit Shares for Rest of Big Four 75
Other Marketers 75
Premium Cigars: Limited Data 76
Table 4–5: U.S. Marketer and Brand Shares of Premium Cigars, 1995 and 1994 (percent): General Cigar Co., Swisher Int'l, M&N Cigar/Fuente, Lane Limited 76
General Cigar Top Marketer of Premium Cigars 76
Swisher Big in Little Cigars 77
Consolidated Second in Little Cigar Category 77
Table 4–6: U.S. Marketer Shares of Little Cigars, 1995 vs. 1994 (percent): Swisher International, Consolidated Cigar Co., Tobacco Exporters International, Havatampa/Phillies Cigar Corp., Lane Ltd. 78
Other Little Cigar Powers 78

Brand Shares 79
Large Cigars/Cigarillos: King Edward Best-Selling Brand? 79
Other Leading Brands 79
Table 4–7: Unit Share of Top Ten U.S. Brands of Large Cigars and Cigarillos†, 1995 and 1994 80
Supermarket Channel is Sweet for Swisher Sweets 80

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014072

Table 4–8: Market Shares for Top 15 Cigar Brands in U.S. Supermarkets, 1996 and 1995 81
Other Leading Supermarket Brands 81

The Competitive Situation 82
Premium Market Focus of Activity 82
Top Premium Brands in Short Supply 82
The Counterfeiting Problem 82
Boom Attracts New Marketers 83
Premium Tobacco in Short Supply 83
Marketers Compete for Inputs, Resources 83
Established Premium Marketers Worry About Quality 84
Key Marketers Go Public 84

Competitive Focus: Caribbean Cigar Co 86
Sales at Approximately $8 Million 86
A Vertically Integrated Premium Cigar Marketer 86
Caribbean Cigar Looks to Younger Market 87

Competitive Focus: Consolidated Cigar Co 88
Record Sales of $217 Million in 1996 88
Corporate Structure 88
Business Activities 88
Sales and Marketing 89
Mass Market Powerhouse Also Stakes Out Premium Turf 89
Plots Women-Friendly Cigar 90

Competitive Focus: General Cigar Co 91
Sales Reach $155 Million in 1996 91
Culbro Becoming General Cigar 91
Business Activities 92
Sales and Marketing 92
New Club Macanudo Slated for Chicago 92
General Cigar Acquires Villazon, Expands Premium Presence 93
General Challenges Swisher in "Premium Mass-Market" 93
General Cigar Survives PR Nightmares 94

Competitive Focus: Havatampa/Phillies Cigar Corp 95
$45 Million in Sales 95
Business Activities 95
Havatampa/Phillies Quietly Enjoys Success 95

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014073

Competitive Focus: Lane Ltd. 96
Sales of $45 Million 96
Corporate Structure 96
Business Activities 96

Competitive Focus: Swisher International 97
Sales Reach $225 Million 97
Corporate Structure 97
Business Activities 97
Swisher's Focus: Little Cigars and High-End Mass Market 98
New-Product Dynamo 99
Sales and Marketing 99
International Activities 99

Marketing and New Product Trends 100
Few Radical New Innovations 100
New Premium Brands 100
Premium/Mass Market Hybrids 100
Greater Selection of Frontmarks 101
Table of New Product Introductions 101
Table 4–9: Selected New Cigar Product Introductions by Major U.S. Marketers, 1995–1997 (listing): marketer/brand, year, description 102

Estimated Advertising Expenditures 103
Little Broad-Based Advertising 103
Cigar Aficionado Promotes Industry 103
Expenditures on Premium Cigar Advertising Rising 104
General Cigar Leads Advertising Expenditures 104
Consolidated Cigar Promotes Premium Brands 104
Swisher Expenditures Less than $1 Million 105
Davidoff of Geneva Pitches Davidoff, Zino 105
Web Sites 105

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014074

Advertising Themes and Positioning **106**
You Deserve a Cigar 106
Cigars Confer Status 106
As Good as a Cuban 106
Great with Liquor 107
Cigars Facilitate Bonding 107
Cigars Are Sexy 107
Women Can Enjoy Cigars, Too 108
A Good Cigar Can't Be Rushed 108
Cigars as a Sign of Maturity and Sophistication 109
Examples in Appendix 109

Consumer Promotions **110**
Cents-Off Specials 110
Multiple Purchase Incentives 110
Free Goodies 110
Cigar-Related Clothing 110

Trade Advertising and Promotions **112**
A Supplier's Market 112
Special Displays 112
Merchandising Guides 112

V. DISTRIBUTION AND RETAIL **113**

Distribution **114**
Tobacco and Candy Distributors 114
Grocery Wholesalers 114
Direct Sale to Retailers 114
Importers/Distributors 114

Retail **116**
Retail Outlet Definitions 116
Smoke Shops 116
Drugstores 116
Supermarkets 116
Mass Merchandisers 116
Liquor Stores 116
Convenience Stores 117
Restaurants and Cigar Bars Important Outlet for Premium 117
Cigar Mail-Order Delivery Clubs 117
Discount Mail-Order Outlets 117
Vending Machines 118

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014075

Retail Outlet Share: Overall 118
Figure 5–1: Retail Channel Share (percent): drugstores, groceries, convenience, mass merchants, smokeshops, other 119
Retail Outlet Share: Premium 119
Figure 5–2: Estimated Share of U.S. Premium Cigar Sales: By Retail Outlet Type, 1997 (percent): tobacconists, liquor stores, other 120

At the Retail Level 121
Typical Supermarket Display 121
The Kroger Cigar Store 121
Typical Drugstore Display 121
Typical Smoke Shop Display 122
Regional and National Brand Mix 122
Margins 122
Pricing 123

VI. THE CONSUMER 124

The Overall Cigar Smoker 125
Some Five Million Adults Smoke Cigars 125
Demographics Affecting Cigar Use 125
Table 6–1: Demographic Characteristics Affecting U.S. Adult Tendency to Use or Not Use Cigars, 1996 (listing): Gender, age, education, employment, occupation, family status, region, locality, race, household income, household size, children in household 126
Gender Most Important Factor in Use 127
Table 6–2: U.S. Adult Use of Cigars: By Gender, 1996 (percent and index): male, female 127
Likelihood of Cigar Use Declines with Age 128
Table 6–3: U.S. Adult Use of Cigars: By Age, 1996 (percent and index): 18–24, 25–34, 35–44, 45–54, 55–64, 65+ 128
Those Smokin' Swingin' Singles 128
Table 6–4: U.S. Adult Use of Cigars: By Marital Status, 1996 (percent and index): single, married, divorced/separated/widowed 129
The Blue-Collar Appeal of Cigars 129
Table 6–5: U.S. Adult Use of Cigars: By Occupation Type, 1996 (percent and index): skilled craft, managerial/ administrative, technical/ clerical/ sales, professional, other employed, not employed 130
Cigar-Smoking by Household Income 130

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UNDER PROTECTIVE ORDER
GC 014076

Table 6–6: U.S. Adult Use of Cigars: By Household Income, 1996 (percent and index): $100,000 or more; $75,000 to $99,999; $60,000 to $74,999; $50,000 to $59,999; $40,000 to $49,999; $30,000 to $39,999; $20,000 to $29,999; $10,000 to $19,999; Under $10,000 131
A Diverse Group of Cigar Smokers 131

Use by Product Type 132
Use of Cigars by Type 132
Table 6–7: U.S. Adult Use of Cigars: By Product Type, 1996 (percent and number of users): regular size cigars, small cigars, cigarillos 132
Consumer Profiles by Cigar Type 132
Table 6–8: Demographic Characteristics Favoring† Purchase of Cigars: By Product Type, 1996 (listing): large cigars, cigarillos, little cigars, gender, age, education, employment, occupation, family status, region, locality, race, household income, household size, children in household (age) 133
Cigar Type by Socioeconomic Status 134
Occupation 134
Education 134
Income 134
Cigar Type by Age 134

The Premium Cigar Smoker 135
Premium Cigar Smokers: One Million Strong and Counting 135
The *Cigar Aficionado* Magazine Readership Survey 135
An Upscale Profile 135
Premium Cigars Attracting Younger Smokers 136
Spending Habits of the Premium Cigar Smoker 136
Table 6–9: Spending and Smoking Habits of *Cigar Aficionado* Readers, 1995 (number and percent): number of years have been smoking, number of cigars smoked per week, average usually spent on a cigar, average usually spent on cigars per week, percent spending more than $25 per week, percent who usually purchase cigars by the box, percent who own a humidor 137
Spending on Luxury Goods 137
Figure 6–1: Luxury Items Purchased by *Cigar Aficionado* Subscribers in Past Year, 1995 (percent): artwork/ collectibles, fine jewelry, watches, crystal, computer/PC, deluxe pens, quality luggage, laptop computer 138
Automobile Ownership 139
Alcoholic Beverage Consumption 139

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014077

Figure 6–2: Alcoholic Beverages Consumed by *Cigar Aficionado* Subscribers, 1995 (percent): wine, distilled spirits, beer, cognac/brandy, single-malt scotch, vodka, scotch, gin 140
Travel Habits 141
Preferred Sources of Imported Cigars 141
Figure 6–3: Country of Origin of "Everyday" Premium Cigars, 1995 (percent): Dominican Republic, Honduras, Cuba, Jamaica, Mexico 142

APPENDIX I: EXAMPLES OF CONSUMER ADVERTISING

APPENDIX II: COMPANY ADDRESSES

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GC 014078

I. EXECUTIVE SUMMARY

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UNDER PROTECTIVE ORDER
GC 014079

I. EXECUTIVE SUMMARY

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THE PRODUCTS

Scope of Report

This study examines the U.S. market for cigars, including those sold in retail outlets, cigar clubs, and restaurants. Excluded from coverage are other tobacco products such as cigarettes, chewing tobacco, snuff, and pipe tobacco.

Three Market Categories

In accordance with industry practice, Packaged Facts divides the cigar market into three categories:

- The **premium cigar** category includes imported, hand-rolled, high-quality large cigars. It also includes the few hand-rolled large cigars produced in the United States. In general, premium cigars retail for at least $1 each.
- The **mass market large cigar** category includes cigarillos [long, thin cigars] and all large cigars that are not considered premium. Mass market cigars tend to be machine-made and priced well under $1 each.
- The **little cigars** category consists of miniature cigars about the size of a cigarette. Little cigars are specifically defined as weighing three pounds or less per 1,000 cigars.

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Retail Sales Hit $1.3 Billion

Packaged Facts estimates that retail dollar sales of cigars rose by 25% in 1996 to reach $1.3 billion, up from about $1.0 billion in 1995. The dollar value of the retail cigar market has risen more than 75% since 1991.

- Mass market large cigars chalked up retail sales of $846 million in 1996—a healthy 15% increase over 1995 sales of $733 million. Since 1991, the value of the category has grown by 55%.
- Growth in the premium cigar category has been even more impressive—retail dollar sales grew by 75% in 1996 to reach the $315 million mark. The dollar value of this category has nearly quadrupled since 1991 .
- Little cigars posted their fifth consecutive increase in retail dollar sales in 1996, rising about 2% in 1996, to $89 million. The value of the category has risen by some 17% over 1991 sales levels of $76 million. (See Table 1–1)

Table 1–1:
Size and Growth of the U.S. Cigar Market: By Category, 1991–2001

(In Millions)

Category	1991	1996	CAGR 1991–1996	2001	CAGR 1996–2001	CAGR 1991–2001
Mass market large cigars	$546	$846	9%	$1,352	10%	10%
Premium cigars.....	83	315	31	805	21	26
Little cigars.....	76	89	3	108	4	4
Total	**$705**	**$1,250**	**12%**	**$2,265**	**13%**	**12%**

Note: CAGR = compound annual growth rate

Source: Packaged Facts.

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Unit Sales Approach 4.5 Billion Mark

Packaged Facts estimates that the United States consumed about 4.5 billion cigars in 1996, up more than 11% over 1995 consumption of about 4.0 billion. Unit sales have increased about 30% since consumption reached an all-time low of 3.4 billion cigars in 1993.

- The large mass market cigars category experienced double-digit growth in unit sales 1996, passing the 2.7 billion mark. United States consumption in 1996 was more than a third higher than the all-time low of 2.0 billion cigars in 1993.
- Unit sales of premium cigars increased at an unprecedented rate in 1996, rising 67% to about 274 million. Unit sales have nearly tripled since 1991.
- The U.S. consumed 1.5 billion little cigars in 1996, up about 1% over the previous year. Unit sales of little cigars have increased by 9% since 1991.

Factors Driving Current Growth

Several factors have underpinned the current boom in the U.S. cigar market, including the following:

- Celebrities have helped improve the image of cigar smoking. The roster of celebrities recently observed smoking cigars in public includes Michael Jordan, Arnold Schwarzenegger, and Bill Cosby. Even female stars like Demi Moore and Whoopi Goldberg have been seen lighting up stogies.
- Cigar-smoking has recently enjoyed a surge in popularity among twenty-somethings. The trend seems strongest among affluent, highly-educated young professionals.
- Some type of nostalgia may be behind the recent surge in cigar-smoking. In lighting up a cigar, baby boomers may be hearkening back to the more relaxed and untroubled post-war prosperity of the 1950s. Twenty-somethings might be smoking cigars to connect

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with the swaggering and carefree confidence of America in the late 1940s. For all involved, smoking cigars seems to be part of a "back-to-the-classics" movement, heralded by the renewed popularity of martinis, steakhouses, and single-malt scotch.

- The cigar has become a symbol of success and good living. In the relatively prosperous 1990s, cigars have become part of a "premium" trend that also encompasses microbrews, fine wines, and gourmet coffee.
- Smoking cigars in public may be part of a backlash against political correctness, the stifling excesses of the "healthy" trend, and the increasingly rigid rules of social conduct. Women in particular find it liberating to indulge in a pastime from which they have traditionally been excluded.

Factors in Future Growth

Following are the main underlying growth factors that will affect market size over the next five years:

- A recent constraint on sales growth has been the shortage of premium cigars and the fine tobacco from which they are made. Industry observers expect that these supply problems will ease substantially in 1997, and will largely be alleviated by 1998 or 1999.
- At 4.5 billion cigars per year, U.S. cigar consumption is still a long way from equaling its 1964 peak of about 9 billion cigars. Optimists take this to mean that there is plenty of room for growth. Pessimists point out that until 1994, consumption had been declining steadily for three decades.
- Smokers perceive cigars as safer than cigarettes, because cigars are not generally inhaled, and are smoked less frequently than cigarettes. Cigarette-smoking is often perceived as a habit, while cigar smoking is regarded as a pastime. An increasing number of generally health-conscious people view cigar smoking as a chance

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to indulge in a time-honored vice without forming an unhealthy habit.

- Historically, cigar smoking has been considered a pursuit of the middle-age male. According to census projections, the number of males between the ages of 40 and 54 is expected to increase steadily through the year 2002. This demographic trend will result in an underlying core of growth in the demand for cigar products.
- If the increasing number of anti-smoking laws are successful in re-attaching a social stigma to cigar-smoking, consumption may begin to stagnate or decline once again. However, cigar-smoking currently appears most popular in large urban areas, where anti-smoking restrictions are the most onerous.

Dollar Sales to Top $2.3 Billion by 2001

Based on the factors just outlined, Packaged Facts expects strong but tapering growth in cigar dollar sales through the year 2001. Specifically, total cigar sales will rise from $1.3 billion in 1996, to about $2.3 billion by 2001. As outlined in Table 1–1, this translates into a compound annual growth rate of around 13%.

- The premium market will more than double in value by 2001, passing the $800 million mark.
- Dollar sales of large mass market cigars are expected to increase at double-digit rates through 1999, reaching about $1.4 billion by 2001.
- Dollar sales of little cigars will continue to increase at a rate of 4% per annum, reaching $108 million by 2001.

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THE MARKETERS

Big Four Dominate Market

In terms of both dollar and unit sales, the U.S. cigar market is dominated by four major marketers. These marketers, termed the "Big Four," account for nearly 90% of unit sales. The Big Four consist of:

- Swisher International,
- General Cigar Co.,
- Consolidated Cigar Co., and
- Havatampa/ Phillies Cigar Corp.

All of the Big Four are cigar and/or specialty tobacco specialists. To date, cigarette manufacturers do not participate meaningfully in the U.S. retail market for cigars.

Key Marketers Go Public

Since mid–1996, three of the Big Four cigar marketers have used heightened interest in cigars as a backdrop for launching successful public offerings:

- Consolidated Cigar watched the public snap up its initial public offering in September, 1996.
- After 135 years in the cigar business as a private company, Swisher International went public in December, 1996.
- General Cigar Co., a subsidiary of Culbro, made its initial public offering in February 1997. The old parent, Culbro, plans to merge into General Cigar after divesting its non-cigar businesses.

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Unit Sales: Swisher the Leader

According to shipment figures provided by the leading marketers, Swisher sold one cigar for every three consumed in the United States in 1995, making it the leading marketer in terms of unit sales. Swisher has a big advantage in unit sales in part because it is the leading marketer of little cigars, which have a low price per unit and a rapid consumption rate relative to large cigars.

Consolidated Cigar ranks second in unit sales, although it claims to be the leading U.S. marketer in terms of dollar sales. Havatampa/Phillies Cigar Corp. is third in unit sales, while General Cigar's unit sales are the lowest of the Big Four. Figure 1–1 illustrates the market share of the key players in terms of unit sales.

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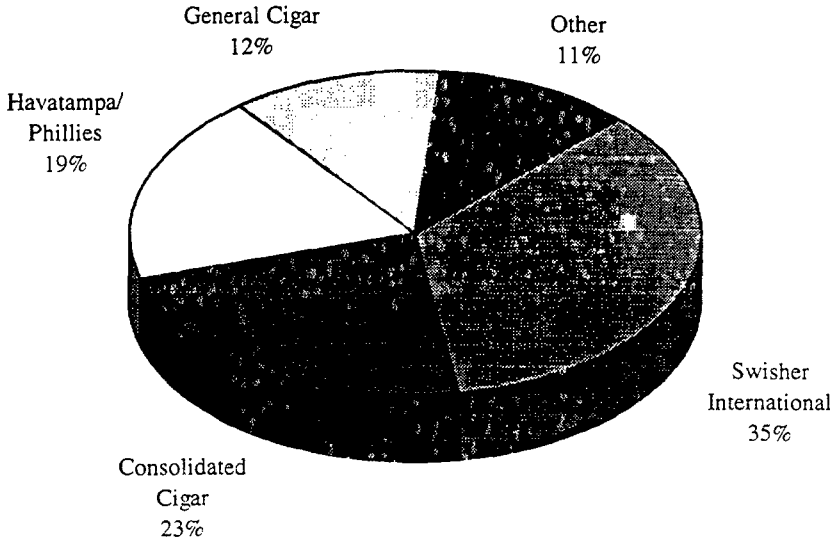
Figure 1–1:

Marketer Shares of U.S. Unit Sales of Cigars, 1995

(Unit Sales as Percent of Total Consumption)



Source: Packaged Facts.

Supermarket Retail Dollar Sales: Consolidated Cigar #1

In supermarkets, where scanner sales data are available, Consolidated accounted for about one-third of cigar retail dollar sales in 1996. Swisher ranks second in supermarket dollar sales, followed by Havatampa/Phillies and General Cigar. Figure 1–2 illustrates the market share of the key players in terms of supermarket dollar sales.

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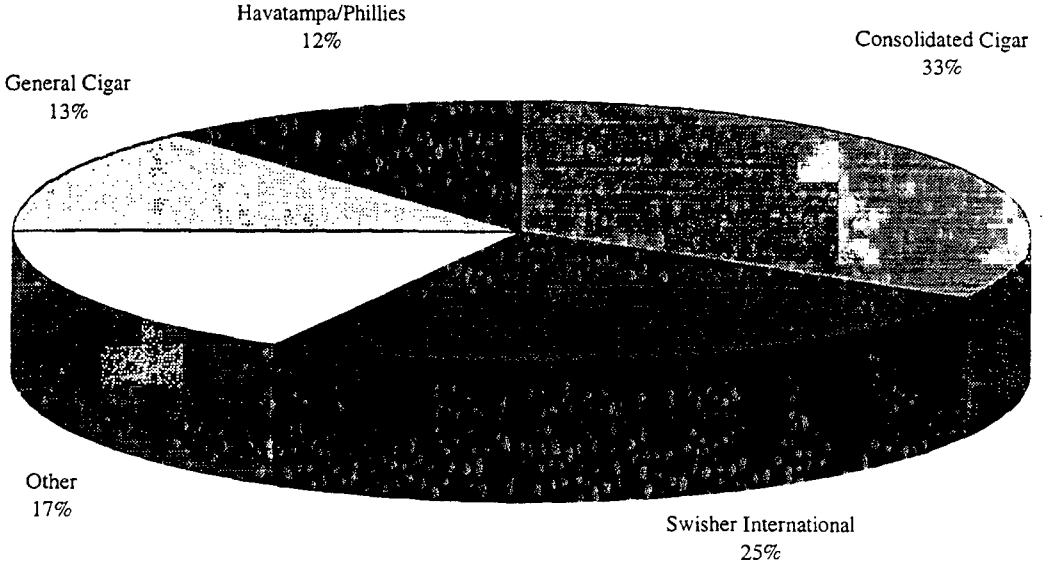
Figure 1–2:

Marketer Shares: Cigar Retail Dollar Sales in Supermarkets, 1996



Source: Packaged Facts.

Large Cigars and Cigarillos: Swisher Leads the Pack

Swisher International led the large cigar and cigarillo category in 1995, with unit shipments equivalent to about 32% of total U.S. consumption. Havatampa/Phillies ranked second in the category with a 25% share. Consolidated Cigar finished a close third with a 21% share, while General Cigar Co. rounded out the Big Four with 19% of unit sales in the category.

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General Cigar Top Marketer of Premium Cigars

General Cigar appears to be the leading marketer of premium cigars in the United States in terms of both unit and dollar sales. It accounted for 22% of U.S. premium cigar unit sales in 1995. Consolidated Cigar and Swisher International are also key players in the category. Furthermore, more than 50 smaller companies now market premium cigars, with many entering the business since 1994.

Swisher Big in Little Cigars

Swisher International sold two little cigars for every five consumed in the United States in 1995. Consolidated Cigar is a distant second in the little cigar category, with a unit share of about 26%. Tobacco Exporters International—a company that does not participate meaningfully in the other cigar categories—accounted for almost 24% of U.S. consumption in 1995.

Key Trend: Premium/Mass Market Hybrids

The size, shape, and composition of the leading cigar products have not changed in decades, and the cigar market is not characterized by a great deal of product development or rapid technological change.

The most important new product trend has been the introduction of premium/mass market hybrid cigars. Cigar marketers are developing products to bridge the gap between affordable mass-market stogies and expensive premium cigars. Many of these hybrids feature natural, whole-leaf wrappers, rather than the re-constituted ones that are typical of mass market cigars. To avoid supply problems and to hold down costs, however, most of the new hybrids are machine-made.

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DISTRIBUTION AND RETAIL

Distribution

Perhaps two-thirds of cigars reach retailers through tobacco and candy distributors. About a fifth of all cigars are distributed through grocery wholesalers. Around 10% of cigars are sold direct from the marketer to large retail chains. Since most premium cigars (around 5% of all cigars) come from outside the United States, importers/distributors play a prominent role in their distribution.

Retail

Drugstores account for nearly a third of unit sales of cigars, while grocery stores account for about a fifth of sales. Other important outlets include smoke shops, mass merchandisers, and convenience stores.

Smoke shops account for a relatively minor percentage of overall unit sales of cigars, but they do sell around 85% of high-value premium cigars.

Supermarkets tend to keep cigars locked up in glass display cases, or even behind customer service counters. This display strategy minimizes theft and prevents illegal access by minors. Ordinary glass display cases may also contain the store's selection of cigarettes and smokeless tobacco products.

Older drugstores tend to shelve cigars behind a customer service counter, where they can be closely monitored. Newer drugstores have advanced electronic theft prevention systems, which allow for a more shopper-friendly display on customer-accessible shelves.

Most smoke shops keep their super-premium cigars in walk-in humidors—some of which are accessible only to employees. Less expensive and cellophane-wrapped cigars may be kept on customer-accessible shelves.

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THE CONSUMER

Some 5 Million Adults Smoke Cigars

According to a 1996 survey by Simmons Market Research Bureau, about 2.8% of American adults use cigars. Simmons based its estimate on a survey of men and women 18 years or older. This figure translates into about 5.4 million cigar-smokers. Others in the cigar industry have estimated that there are as many as 10.0 million cigar-smokers in the United States.

One Million Premium Cigar Smokers

According to the trade journal *Tobacco International*, there are about one million premium cigar smokers in the United States, and their numbers appear to be growing. If this estimate is correct, roughly one out of every six cigar users is a premium cigar smoker.

Demographics Affecting Cigar Use

Cigar users have a distinct demographic profile. Males, single people, managers, blue collar (especially skilled craftsmen), those with an annual household income of at least $40,000, and those between the ages of 18 and 44 are substantially more likely than average to smoke cigars.

Premium Cigars: An Upscale Profile

In June 1995, the magazine *Cigar Aficionado,* a "magazine that caters to premium cigar smokers," commissioned a detailed survey of its readership. Respondents had a median income of $109,000 and an average income approaching $150,000. Nearly half of respondents reported that their net worth exceeded $500,000, and almost 10% reported a net worth of over $3 million.

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With respect to occupation, some 65% of the surveyed subscribers said that they work in managerial or professional occupations—well above the 15% of the overall group of cigar smokers that meet this description. Furthermore, 24% reported serving as CEO, CFO, or COO of their company. With regard to education, nearly four-fifths of respondents had graduated from college, as compared with only about one-fifth of all cigar smokers.

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SCOPE AND METHODOLOGY

Scope of Report

This study examines the U.S. market for cigars, including those sold in retail outlets, cigar clubs, and restaurants. Excluded from coverage are other tobacco products such as cigarettes, chewing tobacco, snuff, and pipe tobacco.

Overall Methodology

In researching the market for cigars, Packaged Facts analyzed articles, reports, and advertisements from trade journals such as *Tobacco Reporter, Tobacco International, Cigar Aficionado,* and *Smoke.* Relevant business articles were identified through the use of on-line information retrieval services such as Dialog and Business Database Plus. Packaged Facts also collected industry news and intelligence from trade associations, government sources, and the leading marketers.

Calculation of Overall Market Size

To calculate the dollar and unit size of the cigar market, Packaged Facts analyzed data from several sources, including the following:

- *Tobacco Situation & Outlook*, which is published by the United States Department of Agriculture's (USDA) Economic Research Service;
- publicly released data from the Cigar Association of America;
- sales figures provided by the leading marketers;
- publicly released data from the *Maxwell Report*, as excerpted in *Tobacco Reporter* magazine; and
- information that appeared in other trade journals.

Packaged Facts estimates of total dollar and unit sales are generally consistent with, but not identical to, the estimates generated by the above sources. Packaged Facts generated estimates of the dollar size of each product category that are roughly

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consistent with, but not identical to, data provided by Swisher International and the *Maxwell Report.*

Calculation of Premium Cigar Market Size

The size of the premium cigar market was calculated based on cigar import figures from the Dominican Republic, Honduras, Jamaica, Mexico, Nicaragua, the Canary Islands, and Panama—the primary origins of premium cigars sold in the U.S. market. United States production, currently estimated at about 5 million cigars by the Cigar Association of America, was then added to the import figures to arrive at total market size.

Dollar values were estimated based on an analysis of unit sales and information obtained from trade sources and the leading marketers.

Basis for Market Share Estimates

Packaged Facts analyzed publicly released unit sales data from the *Maxwell Report*, as excerpted in *Tobacco Reporter* magazine, then calculated market shares based on its own estimates of market size.

Market share estimates of supermarket dollar sales are based on scanner data provided by Information Resources, Inc.'s *Infoscan.*

Time Period of Data

Data on overall cigar unit sales are for the years 1994 and 1995, as published in the August 1996 issue of *Tobacco Reporter.* Data on supermarket dollar sales are for the years 1995 and 1996.

Assumptions for Forecasts

Forecasts assume that cigar marketers will continue to have the ability to post moderate price increases—2% per annum for little cigars, 4% per annum for large mass market cigars, and 6% per annum for premium cigars. The forecasts also assume continued strong growth that will begin to taper as the decade comes to a close. Further, the forecasts take into account the possible effects of the changing demographic makeup of the U.S. population with respect to both age and race.

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II. THE PRODUCTS

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II. THE PRODUCTS

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THE PRODUCTS

Scope of Report

This study examines the U.S. market for cigars, including those sold in retail outlets, cigar clubs, and restaurants. Excluded from coverage are other tobacco products such as cigarettes, chewing tobacco, snuff, and pipe tobacco.

A Brief History of Cigars

Cigar smoking in North America antedates the discovery of the continent by Europeans. During his 1492 voyage to the Caribbean, Christopher Columbus observed the Arawak Indians smoking loosely rolled cigars. Over the centuries, cigar smoking became increasingly popular in Europe, but cigars were not introduced to the United States mainland until shortly before the Revolutionary War.

By the end of the nineteenth century, thousands of cigar factories were operating throughout the United States. Furthermore, many drug stores, barber shops, bars, and hotels were turning out hand-rolled cigars for their local markets. The quality of the rolling job was inconsistent at best—smokers often had to lick their cigars before lighting up, in order to seal the leaks caused by torn wrappers and improperly overlapped seams. Furthermore, it was often necessary to run a flame up the length of the cigar to burn off foul-tasting vegetable gum sealants. While many of these early cigar makers fell by the wayside, a few survivors have been marketing cigars in the United States since the 1840s.

The invention of the cigar-rolling machine in the 1920s revolutionized the cigar market, dramatically cutting the average price of cigars. By the end of the 1950s, machine-rolled cigars accounted for 98% of U.S. production. Another cost-cutting development was homogenized tobacco—strips or sheets of pressed tobacco made from scraps that would otherwise be wasted. Today, the vast majority of cigars continue to be machine-rolled, although hand rollers continue to practice their craft.

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Elements of a Cigar

Cigars are made almost entirely of tobacco. The manufacture of cigars involves using tobacco in three different roles: the filler, the binder, and the wrapper. The three types do not necessarily represent different varieties of tobacco; some growers cut wrapper, binder, and filler leaves from the same plant. The distinction is in how the leaves are used.

Filler

The ***filler*** is the blend of tobacco that comprises the heart of the cigar. It provides much of the cigar's bulk and flavor. In some cigars, the filler consists of strips of tobacco cut to the length of the cigar (so-called ***long leaf*** tobacco). In other cigars, the filler may consist of smaller, cut-up pieces (***short leaf*** tobacco). Generally speaking, the filler is usually a blend of two or more types of tobacco.

Binder

The ***binder*** encloses the filler, and gives the cigar its proper shape and size. Leaves selected for use as binder have a high tensile strength; flavor is a secondary consideration. In premium cigars, the binder consists of all natural tobacco leaf. However, many lower-end cigars use homogenized binders made from leaf particles and cellulose.

Wrapper

The ***wrapper***, cut from a whole tobacco leaf, is the outer layer of the cigar. It not only encases the cigar, but also makes valuable contributions to the flavor. Only the best leaves are selected to be used as wrappers; often, these are the lowest and biggest leaves on the tobacco plant. The most prized wrapper leaves have an unblemished complexion, fine aroma, attractive and uniform color, and high elasticity. Certain varieties of tobacco are grown almost exclusively for use as wrappers—the

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three most common wrapper strains trace their origins to Connecticut, Cuba, and Indonesia.

Three Main Product Types

While cigars come in dozens of shapes and sizes, trade and government organizations classify them into three main types—large cigars, cigarillos, and little cigars.

Large Cigars

The **large cigars** category covers almost all traditional cigars. According to the definition established by the United States tax code, large cigars weigh more than three pounds per 1,000 cigars.

Cigarillos

Cigarillos are usually considered part of the large cigars category with respect to the U.S. tax code, and also with respect to statistics. However, the term cigarillo is often used by marketers to describe very thin cigars. Cigarillos draw like a cigarette and are not rolled as tightly as most large cigars.

Little Cigars

Little cigars are miniature cigars about the size of a cigarette. This term applies to cigars weighing three pounds or less per 1,000 cigars. Unlike other cigars, little cigars do not have a binder. Little cigars are subject to different treatment than large cigars under the U.S. tax code. Furthermore, they are considered a distinct category by marketers and keepers of market statistics.

A Quick Primer on Cigar Speak

Following is a list of definitions for other cigar-related terminology that may appear throughout this report.

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Cigar Band

A cigar band is a paper ring made of high-quality paper and engraved with the brand and logo of the cigar. While the band is mainly decorative, legend has it that Russia's Catherine the Great ordered the first cigar band as a way of avoiding nicotine stains on her fingers. Many modern-day smokers, however, prefer to remove the band before or during smoking.

Head

The end of the cigar that goes in the mouth is known as the head.

Humidor

Humidors are areas in which the humidity is kept constant at 70% —the ideal storage conditions for cigars. Some humidors also include a means of holding the temperature constant at 70° F. They can range in size from small cedar boxes to the large walk-in humidors found in many cigar stores.

Ring Gauge

The ring gauge of a cigar is simply its diameter, expressed in 64ths of an inch. Thus, a cigar with a ring gauge of 39 has a diameter of 39/64ths of an inch.

Tuck

The tuck is the lighting end of the cigar.

Shapes, Sizes, and Frontmarks

Cigars come in many shapes and sizes. **Frontmarks** refer to the popular name for a cigar of a particular length and ring gauge. For example, a cigar with a ring gauge of 40–42 and a length of about 5 7/8 inches is known as a Corona. Frontmarks are generic terms, and should not be confused with brand names.

Differences in length and ring gauge can result in a different image and experience for the smoker. The Churchill, a size favored by (of course) Winston Churchill, is for a leisurely, milder smoke—it can take up to 45 minutes to finish one. The short, stubby, and intense Robusto is sometimes called the New Yorker's cigar because it gives a quick, powerful smoke. The Panetela, a favorite of diplomats and

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GC 014101

Fidel Castro (before he quit smoking), is more difficult to smoke because of the relatively narrow ring gauge and tight roll. The Petit Corona is often suggested as an ideal choice for the cigar novice. Table 2–1 outlines the characteristics of some of the most common cigar frontmarks.

Table 2–1:
Common Cigar Frontmarks and Sizes

Frontmark	Ring Gauge (64ths of an inch)	Length (inches)
Churchill	47	7
Cigarillo	26–32	3 15/16–4 1/4
Corona	40–42	5 9/16–6
Corona Extra	46	5 5/8
Corona Grande	43–47	6–6 3/4
Demi Tasse	35–38	3 7/8–5 5/16
Double Corona	48–54	7 1/4–8 1/2
Gigante	47	9 1/2
Half Corona	40–42	4–4 5/8
Lonsdale	42	6 1/2
Panatela	35–38	5 5/8–6 1/4
Petit Corona	40–44	4 7/8–5 1/2
Robusto	50	4 7/8
Small Panatela	29–34	4 9/16– 5
Torpedo	52	6 1/8

Source: Packaged Facts.

Colors

Cigars range in color from a greenish-brown to burnt-brown color. Some manufacturers of premium cigars claim to sort cigars and wrappers into 70 or so different shades between these ends of the cigar color spectrum. Table 2–2 outlines the seven basic cigar colors, in order from the green to brown end of the spectrum.

The cigars in a typical box all belong to one of the seven basic color groups. However, because natural tobacco leaves are used as wrappers, slight variations in shade exist within each group. Traditionally, cigars are arranged in chromatic order, with the darkest cigar on the left and the lightest on the right.

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Table 2–2:
Basic Cigar Colors

Color	Description
Claro Claro	A light greenish brown color; also known as American market selection.
Claro	A pale ginger or yellowish brown color.
Colorado Claro	A light tawny brown; sometimes called natural.
Colorado	Reddish brown; also known as English Market Selection.
Colorado Maduro	Medium brown.
Maduro	Coffee brown; sometimes called Spanish Market Selection.
Oscuro	Dark, blackish brown.

Source: Packaged Facts.

Premium and Mass Market

Cigars are considered either premium or mass market. In general, premium cigars contain long-leaf filler, are rolled by hand, and retail for at least $1 each. Furthermore, almost all premium cigars are imported.

Most cigars that do not meet the above description are considered mass market. They tend to be machine-made, made of chopped leaf filler, and priced well under $1 each. However, it should be noted that some high-quality machine-made and/or chopped leaf cigars are positioned as premium.

With very few exceptions, U.S.-made cigars are generally considered mass market. One reason is that the highest-quality cigar tobacco tends to thrive in warm areas outside of the United States. Furthermore, cigar-rolling is labor-intensive, and labor costs in the United States are much higher than in the Caribbean, which supplies many of the premium cigars consumed in the United States. The major exception is the Little Havana neighborhood of Miami, where Cuban émigrés and their descendants still roll cigars by hand.

Three Market Categories

In accordance with industry practice, Packaged Facts divides the cigar market into three categories:

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- The **premium cigar** category includes imported, hand-rolled, high-quality large cigars. It also includes the few hand-rolled large cigars produced in the United States.
- The **mass market large cigar** category includes cigarillos and all large cigars that are not considered premium.
- The **little cigars** category consists of little cigars as defined earlier in this section.

Packaging

Premium cigars are packed in cedar boxes for shipment to the cigar retailer, who will sell most of the cigars individually. However, a serious cigar smoker might buy an entire box of 25 at a time. Because premium cigars should be kept in the store's (and, later, the smoker's) humidor, there is little need for packaging. In fact, the cigar band is the only packaging on most premium cigars, as the best cigars are never wrapped in cellophane.

Many mass market cigars are individually wrapped in cellophane—especially if they are sold individually. In the absence of a humidor, a cellophane wrapper helps keep the cigar fresh. Some cigars at the lower end of the premium range may also be wrapped in cellophane—either individually, or in a bundle of 4 to 10, depending on the size of the cigars.

Many lower-end cigars are sold in paperboard packages containing four or more cellophane-wrapped cigars. Cigars may also be sold in bulk in cardboard flip-top boxes that mimic the fancier cedar boxes. Most mass market cigar boxes contain 50 cigars, while 25 is a more common size for premium cigars.

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GOVERNMENT REGULATIONS

Cigars Regulated at All Layers of Government

As a tobacco product, cigars are subject to a host of restrictions on their manufacture, advertisement, sale, use, and import. Regulations on cigars have been established at the federal, state, county, and city levels of government.

Regulations Affecting Manufacture

The manufacture of cigars is regulated and restricted by the Bureau of Alcohol, Firearms, and Tobacco (BAFT). To manufacture cigars for commercial sale, one must obtain a manufacturing license from the BAFT, and file regular reports on production and removals.

A few states have introduced, but not yet passed, legislation that would require all little cigars sold in those states to be "fire-safe"—i.e., the cigars would extinguish themselves if not continuously smoked. Cigar marketers are keeping a close eye on these legislative initiatives.

Regulations Affecting Advertising

Under federal law, it has been illegal to advertise tobacco products on television, radio, and all other broadcast media since 1970. Furthermore, in August 1996, President Clinton signed an executive order that, among other things, banned tobacco advertisements on billboards within 1,000 feet of public schools. The restriction on billboards is currently being challenged in court by the Outdoor Advertising Association of America, among others.

Regulations Affecting Sale

Federal regulations bar the sale of cigars and other tobacco products to those under 18 years of age. In addition, as part of President Clinton's August 1996

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executive order, the federal government is seeking a partial ban on the sale of tobacco products through vending machines and other self-service displays. The ban would apply to supermarkets and other retail outlets.

In addition to the federal efforts to tighten regulation, over 100 localities have banned the self-service sale of cigars and pipe tobacco, according to the Cigar Association of America. The majority of these local ordinances were enacted in Massachusetts and California.

Regulations Affecting Use

Governments have long attempted to regulate smoking in public places. In the seventeenth century, Pope Urban VIII decreed excommunication for anyone caught smoking or using tobacco in church. Meanwhile, in Turkey, smokers were punished by having their noses and ears cut off. In Puritan England, smokers were subject to a public flogging. In Russia, Tsar Alexander had smokers deported to Siberia.

While U.S. anti-smoking laws are not quite so draconian, cigar smokers who choose to light up in public in some parts of the country are now subject to more than just dirty looks. As the health hazards of second-hand smoke have become increasingly publicized, a growing number of localities have enacted restrictions against smoking in stadiums, government buildings, and even privately-owned restaurants. For example, in Westchester County, New York, smoking was banned from the eating areas of restaurants as of September 1996. The new ordinance allows smoking in bars only if six feet of space and a 56–inch high partition separate the bar from the foodservice area. Most major cities have passed legislation regulating smoking in restaurants.

Smoking in the workplace is subject to additional regulations and restrictions, which are being enforced by the Environmental Protection Agency (EPA) and the Occupational Safety and Health Administration (OSHA). In January 1993, the EPA published a report concluding that widespread exposure to environmental tobacco smoke presents a serious and substantial public health concern. The tobacco industry is currently challenging in court the EPA's jurisdiction over environmental tobacco smoke.

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Tax Regulations

Cigars may be subject to federal excise taxes, import duties, and state excise taxes. The federal excise tax is levied on all cigars, regardless of country of origin. Currently, the federal tax on small cigars is $1.125 per 1,000; the tax on large cigars and cigarillos is 12.75% of "the price for which sold" (as defined by the Code of Federal Regulations 27 CFR 270.22). In the case of imported cigars, the excise tax is collected by U.S. Customs at the point of entry. United States-made cigars are taxed upon removal from the factory for sale or distribution.

Imported cigars are subject to a tariff of $1.03 per kilogram, plus 2.2% of the customs (invoice) value of the cigars. Tariffs are collected at the port of entry.

State cigar taxes are typically collected from the cigar wholesalers. The state excise tax rate varies widely from state to state, and is in addition to any applicable state and local sales taxes. Table 2–3 outlines state excise tax rates as of January 1996.

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GC 014107

Table 2–3:
State Excise Taxes on Cigars, 1996

State	Tax	State	Tax
Alabama	2.025¢ each	Montana	12.5% wholesale price
Alaska	25% wholesale price	Nebraska	15% mfr's sales price
Arizona	6.4¢ each	Nevada	30% wholesale price
Arkansas	23% mfr's sales price	New Hampshire	25.2% wholesale price
California*	31.2% distributor's cost	New Jersey	24% wholesale price
Colorado	20% mfr's list price	New Mexico	25% wholesale price
Connecticut*	20% wholesale price	New York	20% wholesale price
Delaware	15% wholesale price	North Carolina	2% wholesale purchase price
District of Columbia	No cigar tax	North Dakota.	28% wholesale purchase price
Florida*	No cigar tax	Ohio	17% wholesale purchase price
Georgia	13% wholesale cost	Oklahoma	3¢ each
Hawaii	40% wholesale price	Oregon*	35% wholesale cost
Idaho	40% wholesale price	Pennsylvania	No cigar tax
Illinois	18% wholesale price	Rhode Island	20% wholesale cost
Indiana	15% wholesale price	South Carolina	2¢ each
Iowa*	22% wholesale price	South Dakota.	10% wholesale price
Kansas	10% wholesale price	Tennessee*	6% wholesale cost
Kentucky	No cigar tax	Texas	1.5¢ each
Louisiana	20% invoice price	Utah	35% mfr's sales price
Maine	16% wholesale price	Vermont	41% wholesale price
Maryland	No cigar tax	Virginia	No cigar tax
Massachusetts	25% wholesale price	Washington	74.9% wholesale price
Michigan	16% wholesale price	West Virginia.	No cigar tax
Minnesota	35% wholesale price	Wisconsin	20% mfr's list price
Mississippi	15% mfr's list price	Wyoming	No cigar tax
Missouri	10% mfr's invoice price		

*With certain exceptions, little cigars are subject to cigarette excise taxes.

Source: Fuji Publishing Group Cigar Home Page (http://www.netins.net/showcase/fujicig/).

Warning Labels

While cigarettes must bear the well-known warning from the Surgeon General regarding the health dangers of smoking, there are currently no federally-mandated warning labels for cigars. Most cigar smokers do not inhale, and marketers have

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successfully maintained that there is no proven connection between cigar-smoking and health.

However, packages of cigars sold in California must warn buyers that cigars contain chemicals "known to the State of California" to be hazardous to the health. Because California is such a large market, these warnings now appear on most packages of mass market cigars, regardless of where they are sold.

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III. THE MARKET

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III. THE MARKET

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MARKET SIZE AND GROWTH

Retail Sales Hit $1.3 Billion

After reaching the billion dollar mark for the first time ever, in 1995, the U.S. cigar market enjoyed another spectacular year in 1996. Packaged Facts estimates that retail dollar sales rose by 25% in 1996 to reach $1.3 billion, up from about $1.0 billion in 1995. The dollar value of the retail cigar market has risen more than 75% since 1993's low of $704 million (See Figure 3–1).

Since many cigars are sold through hard-to-track outlets like restaurants, liquor stores, smoke shops, and mail-order retailers, it must be noted that retail sales figures are approximate. Packaged Facts estimates are based on a review of sales data released by trade journals, trade associations, U.S. Customs, and the major cigar marketers.

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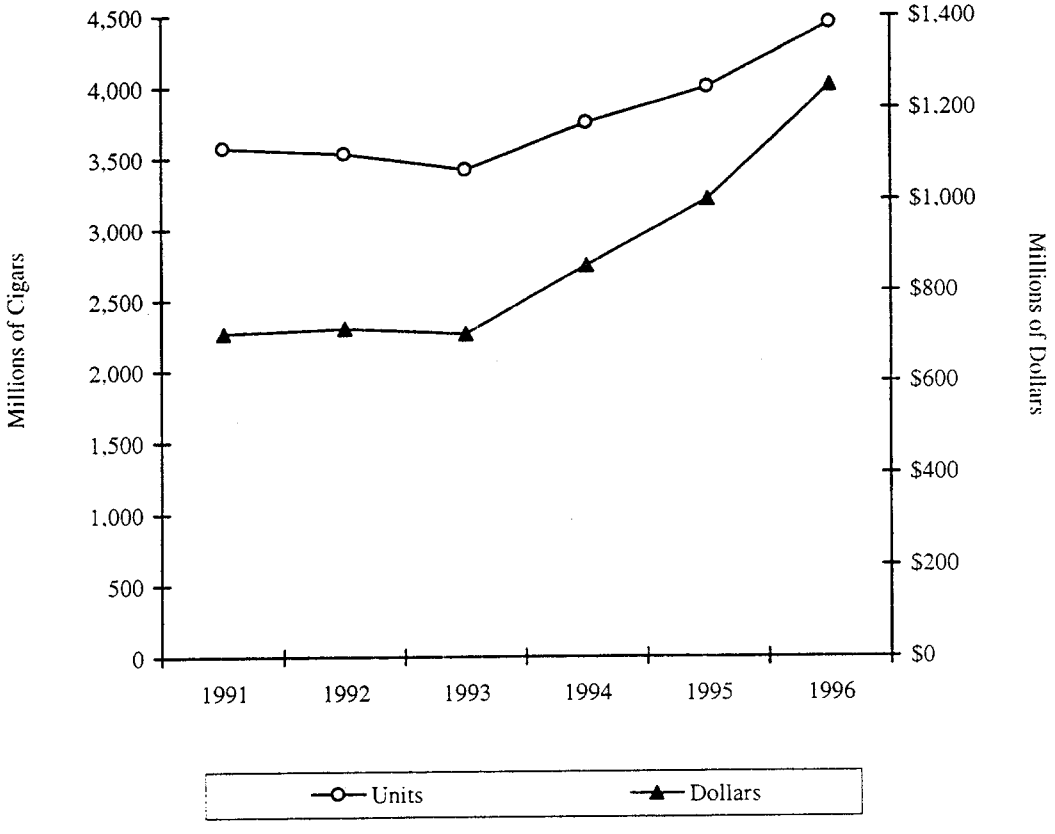
Figure 3–1:

Size and Growth of the U.S. Cigar Market, 1991–1996



Source: Packaged Facts.

Unit Sales Approach 4.5 Billion Mark

Packaged Facts estimates that the United States consumed about 4.5 billion cigars in 1996, up more than 11% over 1995 consumption of about 4.0 billion. These estimates are based on an analysis of data from several sources, including the USDA's Economic Research Service and the United States Department of Commerce's Bureau of the Census, among others. Unit sales have increased about 30% since consumption reached an all-time low of 3.4 billion cigars in 1993, as shown in Figure 3–1.

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Sales of Mass Market Large Cigars Approach $850 Million

Riding the crest of the revitalized popularity of cigars, mass market large cigars chalked up retail sales of $846 million in 1996—a healthy 15% increase over 1995 sales of $733 million. As illustrated in Table 3–1, it was the third consecutive year of double-digit sales growth for the category.

Table 3–1:
Size and Growth of U.S. Cigar Market: By Category, 1991–1996

(In Millions)

	Mass Market Large Cigars		Premium Cigars		Little Cigars		Total	
	Sales	Chg	Sales	Chg	Sales	Chg	Sales	Chg
1996.....	$846	15%	$315	75%	$89	2%	$1,250	25%
1995.....	733	13	180	50	87	2	1,000	17
1994.....	649	21	120	33	85	9	854	21
1993.....	536	–4	90	7	78	1	704	–2
1992.....	556	2	84	1	77	1	717	2
1991.....	546	—	83	—	76	—	705	—

Source: Packaged Facts.

Premium Cigar Sales Explode to $315 Million

Growth in the premium cigar category has been even more impressive—retail dollar sales grew by 75% in 1996 to reach the $315 million mark. This increase followed growth rates of 33% in 1994 and 50% in 1995 (See Table 3–1). Many industry observers believe that growth might have been even stronger were it not for supply constraints associated with hand-rolling premium cigars.

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Little Cigar Sales Increase for Fifth Consecutive Year

With big stogies at the height of fashion, the little cigar category has missed out on much of the growth in the rest of the cigar market. Even so, little cigars posted their fifth consecutive increase in retail dollar sales in 1996, rising about 2% in 1996 to $89 million. As shown in Table 3–1, the value of the category has risen by some 17% over 1991 sales levels of $76 million.

Premium Sales Driving Growth

Table 3–2 outlines the percentage of the cigar market's dollar growth contributed by each product category. Although premium cigars make up only a quarter of cigar dollar sales, they accounted for more than two-fifths of retail dollar growth in the U.S. cigar market between 1991 and 1996. The large mass market cigar category, which is more than two and a half times the size of the premium category in terms of retail dollar sales, contributed about 55% of overall market growth during the period. Little cigars, the smallest and slowest-growing category, accounted for only 2% of market growth.

Table 3–2:
Growth in U.S. Cigar Retail Dollar Volume: By Category, 1991–1996

(In Millions)

Category	1991	1996	Dollar Change	Percent Change	Percent of Growth
Large mass market cigars.....	$546	$846	$300	55%	55%
Premium cigars.....	83	315	232	280	43
Little cigars.....	76	89	13	17	2
Total.....	**$705**	**$1,250**	**$545**	**77%**	**100%**

Source: Packaged Facts.

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Unit Growth: Consumption of Mass Market Large Cigars Up Sharply

In terms of unit sales, the large mass market cigars category experienced double-digit growth in 1996, passing the 2.7 billion mark. United States consumption in 1996 was more than a third higher than the all-time low of 2.0 billion cigars in 1993 (See Table 3–3). Americans have not consumed so many of this type of cigar in a year since 1987, when consumption of all large cigars (including premium) stood slightly above 2.7 billion cigars.

Table 3–3:
Size and Growth of U.S. Cigar Market Volume: By Category, 1991–1996

(In Millions)

	Mass Market Large Cigars		Premium Cigars		Little Cigars		Total	
	Units	Chg	Units	Chg	Units	Chg	Units	Chg
1996.....	2,726	13%	274	67%	1,450	1%	4,450	11%
1995.....	2,406	9	164	30	1,430	2	4,000	7
1994.....	2,216	9	126	15	1,400	9	3,742	9
1993.....	2,033	–4	110	11	1,280	–2	3,423	–3
1992.....	2,123	–1	99	2	1,310	–1	3,532	–1
1991.....	2,151	—	97	—	1,325	—	3,573	—

Source: Packaged Facts.

Unit Sales of Premium Cigars: Full Steam Ahead

Unit sales of premium cigars increased at an unprecedented rate in 1996, rising 67% to about 274 million. As Table 3–3 illustrates, unit sales have increased at a double-digit rate since 1993, the first year of the current boom in the cigar market. Unit sales of premium cigars more than doubled between 1994 and 1996.

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Little Cigars Experience Modest Unit Growth

The U.S. consumed 1.5 billion little cigars in 1996, up about 1% over the previous year. As shown in Table 3–3, unit sales of little cigars increased by 9% in 1994 and 2% in 1995.

Good Times Bring Price Hikes

The average price per unit increased from 19.7¢ in 1991 to about 28.1¢ in 1996—an increase of nearly 43%. As shown in Table 3–4, the cigar boom has allowed for three consecutive healthy increases in the price of the average cigar, although the rising average price may also reflect increases in large and premium consumption relative to little cigar consumption. Because of supply constraints and high demand, marketers of premium cigars have been able to post especially hefty price increases.

Table 3–4:
Average Retail Price per Unit of Cigars in the U.S., 1991–1996

Year	Price per Unit	Dollar Change	Percent Change
1996	$0.281	$0.031	12.4%
1995	0.250	0.022	9.6
1994	0.228	0.022	10.7
1993	0.206	0.004	2.0
1992	0.202	0.005	2.5
1991	0.197	—	—

Source: Packaged Facts.

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Per Capita Consumption Rebounds

According to statistics compiled by the USDA's Economic Research Service, annual consumption of large cigars (including both mass market and premium) reached a low of 23.4 cigars per adult male in 1993. Since then, Packaged Facts estimates that consumption has surged to about 31.8 cigars per adult male—the highest level since 1987.

However, as Figure 3–2 illustrates, the amount of tobacco in the average cigar appears to be decreasing. In terms of pounds, annual large cigar consumption declined from 0.5 pounds per adult male in 1987 to a low of 0.4 pounds in 1993. Since that time, consumption has increased only slightly.

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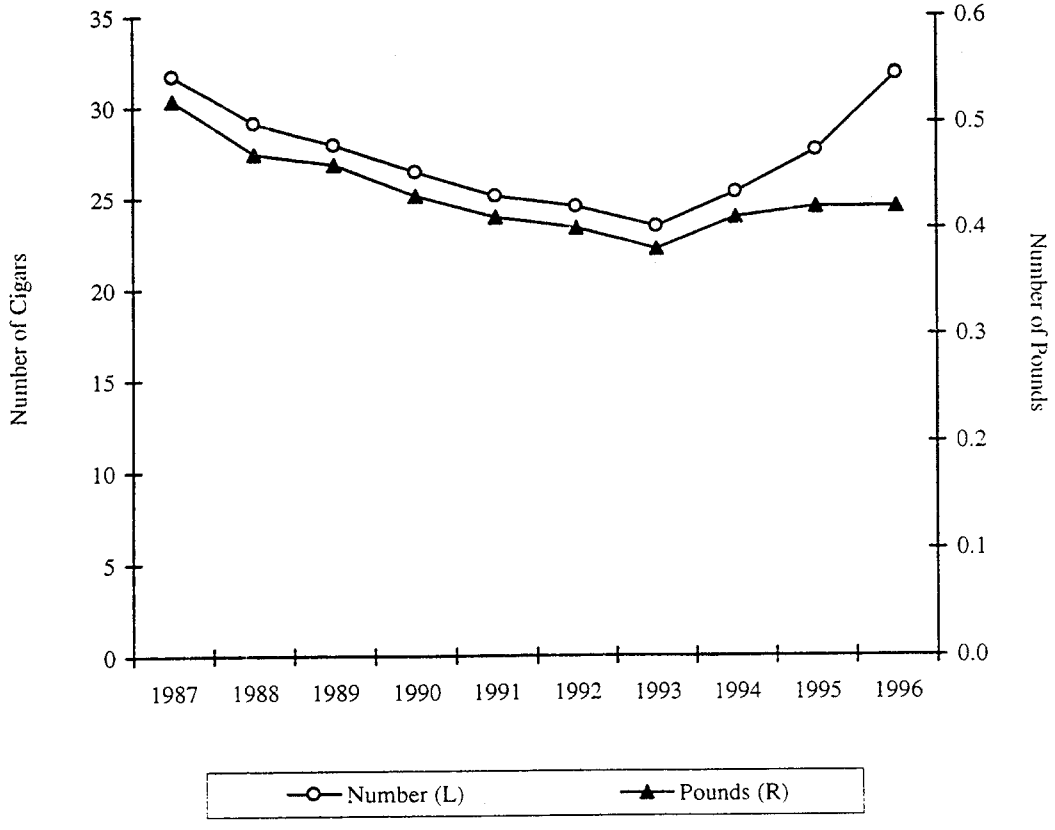
Figure 3–2:

U.S. Annual Per Capita*Consumption of Large Cigars, 1987–1996



*Figures assume a population base of males 18 years of age and older.

Sources: USDA Economic Research Bureau, *Tobacco Situation and Outlook* (December 1996); Packaged Facts. This material is reprinted with permission.

United States a Net Importer of Cigars

The international cigar trade is very important to the U.S. cigar market—industry observers note that virtually all premium cigars are imported, and about 90% of imported cigars are considered premium. The main reason is that many of the

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world's best cigar rollers work abroad, given that hand-rolling cigars in the United States is not always economically feasible.

As Figure 3–3 illustrates, U.S. exports of all large cigars rose from 67 million cigars in 1993 to about 84 million cigars in 1996—a total increase of about 25%. However, export growth pales in comparison to the surge in imports. United States imports increased from 127 million large cigars in 1993 to about 314 million cigars in 1996—a total jump of nearly 150%. Incredibly, just the increase in cigar imports between 1995 and 1996 was nearly equal to the total number imported in 1993. Clearly, high U.S. demand for premium cigars has been a boon for cigar importers and their foreign suppliers.

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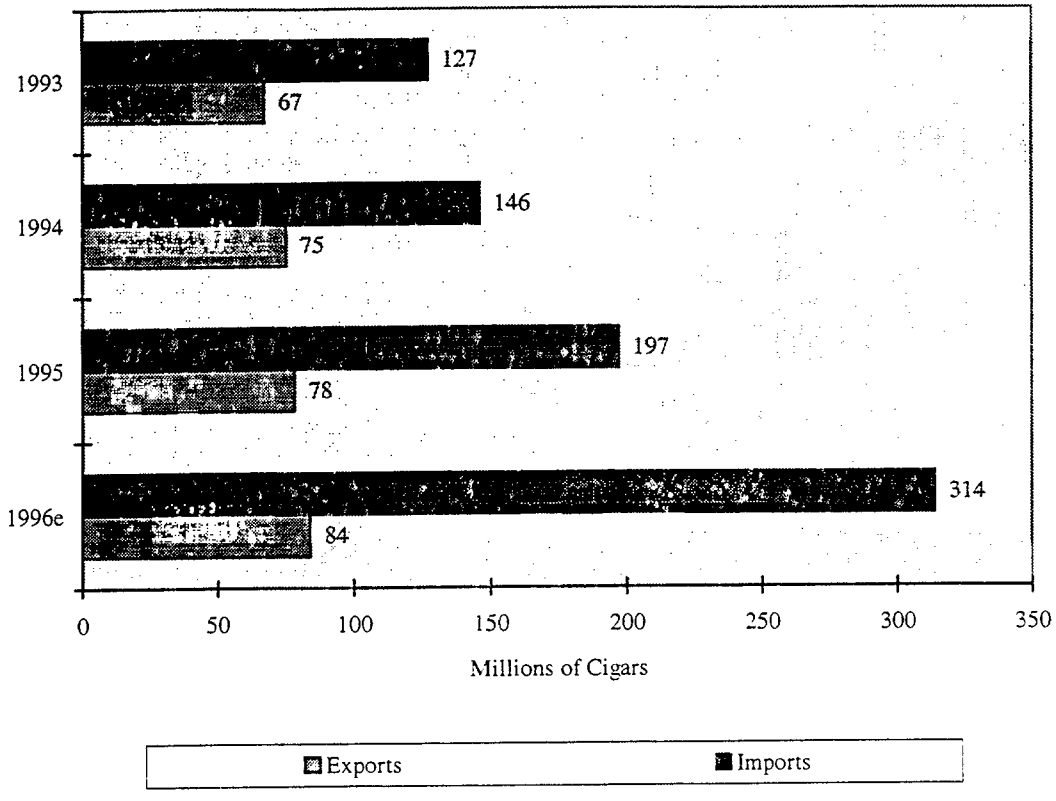
Figure 3–3:

U.S. Imports and Exports of Large Cigars, 1993–1996

(In Millions)



Note: e = estimate.

Sources: U.S. Department of Commerce, Bureau of the Census; Packaged Facts.

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CURRENT MARKET CONDITIONS

Demand Outstripping Supply

Cigar marketers, which saw sales slump to an all-time low in 1993, have happily greeted the surge of interest in cigars. However, because the sudden and steep increase in demand was largely unanticipated, supply problems have resulted in some headaches. Marketers of mass market large cigars and little cigars have generally been able to keep up with demand, as these products are machine-made, making it relatively easy to increase production. Furthermore, a wider variety of tobacco can be used to make mass market cigars (both large and little).

Marketers of premium cigars, on the other hand, have found it difficult to fill orders. Most premium cigars are hand-rolled. Because it can take several years to train a good cigar roller, and because existing cigar rollers can only roll so fast, the ability of marketers to increase production is limited. Furthermore, because of growing and curing times, it takes at least two years to move a tobacco plant from field to shelf. The surge in demand for cigars caught most growers off guard, and the resulting shortage of high-quality tobacco has imposed a further constraint on supply. As a result, back orders for premium cigars were as high as 80 million cigars at the beginning of 1997, although industry observers believe that retailer double-ordering may have inflated this figure somewhat.

Changing Image for Cigars

Several factors have underpinned the recent reversal of the fortunes of the U.S. cigar market. Perhaps first and foremost, the image of cigar smoking has undergone almost a total rehabilitation. As recently as five years ago, cigar smoking was associated with cigar-chomping back-room politicians, shady underworld figures, stodgy businessmen, and outmoded three-martini/red meat lunches. Smoking a cigar in public was viewed as uncouth, if not worse. Today, much to the chagrin of anti-smoking activists, cigar-smoking has regained some of its lost glamour, and public cigar-smoking is making a comeback in some restaurants.

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Celebrities as Cigar-Smoking Role Models

Celebrities have played a crucial role in rehabilitating the image of cigar-smoking. The roster of celebrities recently observed smoking cigars in public includes Michael Jordan, Arnold Schwarzenegger, Bill Cosby, Rush Limbaugh, Matt Dillon, and David Letterman. Even female stars like Demi Moore, Whoopi Goldberg, and Linda Evangelista have been seen lighting up stogies. By smoking cigars, celebrities have sent a message to the viewing public that cigar smoking is not only acceptable, but also cool.

Cigars Hip Among Young Professionals

If the young are most apt to take their social behavior cues from celebrities, then cigar-smoking is no exception. Long considered an older man's pastime, cigar-smoking has recently enjoyed a surge in popularity among twenty-somethings. Furthermore, as many marketers have keenly noted, the trend seems strongest among affluent, highly-educated young professionals.

While it is difficult to quantify the rise in cigar-smoking among this group, the popularity of cigar bars, clubs, and events among younger people serves as anecdotal evidence of the trend. At universities nationwide, both formal and informal cigar clubs have been forming, especially among law and business students. Meanwhile, cigar-friendly bars, traditionally the haunt of the moneyed business elite, are now beginning to cater to the up-and-coming young professional set.

Baby Boomers Also Lighting Up

The cigar phenomenon is not limited to only the young and hip. Some restaurateurs and bar owners believe that cigars have a renewed appeal to the baby boomers, the oldest of whom are entering their 50s. According to these observers, many baby boomers have reached a point in life where they can afford to relax and savor the finer pleasures of life, including cigar smoking (*Restaurant Business*, April 10, 1996).

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GC 014123

Cigars Have Nostalgia Value

Many industry observers feel that some type of nostalgia is behind the recent surge in cigar-smoking. This dynamic may be more complex than it appears on the surface. In lighting up a cigar, baby boomers may be hearkening back to the more relaxed and untroubled post-war prosperity of the 1950s, when it was okay to have a few drinks with lunch and no one thought about the potential health hazards of smoking.

Twenty-somethings, on the other hand, entered adulthood in an environment of sober business lunches, falling real wages, increasing health-consciousness, and strong anti-smoking indoctrination. These young and successful smokers might be lighting up to connect with the swaggering and carefree confidence of America in the late 1940s, when a war had just been won and people were thirsty for good music, good liquor, and good cigars. The popularity among twenty-somethings of Mr. Phat's Royal Martini Club, a 1940s-style theme night at the Viper Room in Los Angeles, is evidence that this type of nostalgia may be at work (*Cigar Aficionado*, Winter 1995–1996).

For all involved, smoking cigars could be part of a "back-to-the-classics" movement, which has signaled renewed popularity for martinis, steakhouses, single-malt scotch, dinner jackets, and other elements of classic dining.

Cigars as a Symbol of Prosperity

Perhaps related to the forces of nostalgia, the cigar has become a symbol of success and good living. Their expensive prices make premium cigars an ideal status symbol—not just any regular Joe can afford them. In the relatively prosperous 1990s, cigars have become part of a "premium" trend that also encompasses microbrews, fine wines, gourmet coffee, and other best-quality goods. Young professionals believe that they've "made it," and feel entitled to celebrate by smoking a $20 cigar.

Cigar-Smoking as Social Rebellion

Finally, some cigar-smokers may be lighting up to make a statement against the increasingly rigid rules of social conduct. Social commentators have observed a

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GC 014124

growing backlash against the doctrine of "political correctness," and the increase in cigar-smoking may be part of this backlash. "There are two very strong, diametrically opposed traits in the American character," observed the executive director of the Cigar Association of America (CAA). "Americans get intense satisfaction from telling people what to do and how to run their lives. On the other hand, Americans deeply resent being told what to do." (*Tobacco Reporter*, May 1996). Some people find smoking a cigar in public a satisfying rebuke to anti-smoking activists.

In a related vein, people may be lighting up in public as a way of asserting their independence and lack of concern for what society thinks of them. "Cigar smokers are less embarrassed today to be cigar smokers," noted the general manager of Swisher International (*U.S. Distribution Journal*, January 15, 1995). "In fact, there's somewhat of a badge of courage associated with it." Women in particular find it liberating to indulge in a pastime from which they have traditionally been excluded.

Special Events Fueling Interest

While the psychological factors just outlined have been an important force behind the resurgence of cigars, the efforts of cigar marketers, restaurants, and enthusiasts cannot be overlooked. *Cigar Aficionado*, a "cigar lifestyle" magazine, began sponsoring "The Big Smoke" events across the United States in 1993. At these events, enthusiasts paid upwards of $100 per head to collect cigars from a variety of premium cigar marketers. Since then, liquor brand/marketers (e.g., Johnnie Walker, J.A. Hennessy & Co.) and cigar marketers (e.g., General Cigar) have begun sponsoring their own cigar-oriented events, including dinners and film screenings.

In particular, both marketers and restaurants have gone out of their way to attract more females, who currently make up only 1% to 4% of all cigar smokers. Morton's of Chicago and Bella Luna of New Orleans are among the many restaurants that have sponsored "ladies only" cigar dinners in recent months. At the Morton's event, customers received a four-course dinner, vintage wines, and premium cigars at a *prix fixe* of $95.

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GC 014125

Proliferation of Cigar Bars, Cigar-Friendly Restaurants

Another factor driving the increase in cigar consumption has been the rapid proliferation of cigar-friendly bars. Perhaps the most famous example is New York City's Macanudo Club, which is owned and operated by General Cigar Co., marketer of the well-known Macanudo line of premium cigars. Catering to the business crowd, Alfred Dunhill of London operates private humidors and a cigar-smoking conference center at its Manhattan location.

Heedful of the maxim that cigar smokers are big spenders, many upscale restaurants are making their cigar-friendly status known. At Morton's, a fine Chicago steakhouse, the marketing director estimated that about 15% of the restaurant's customers smoke cigars (*Nation's Restaurant News*, December 16, 1996). At Gibson's, another famous Chicago steakhouse, patrons can choose from a range of premium cigars at the restaurant's cigar and cigarette counter, which reportedly makes some $20,000 a month in cigar sales.

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GC 014126

FACTORS IN FUTURE GROWTH

Supply Problems Expected to Ease

A recent constraint on sales growth has been the shortage of premium cigars and the fine tobacco from which they are made. Industry observers expect that these supply problems will ease substantially in 1997, and will largely be alleviated by 1998 or 1999. Based on this prognosis, Packaged Facts does not expect the recent supply problems to have a significant impact on market growth.

Cigar Boom: Fad or Trend?

The biggest question on the minds of marketers and retailers alike is whether the recent resurgence of cigar-smoking will turn out to be a short-lived fad, or the beginning of a long-term trend. Some compare cigar bars and cigar shops to the trendy coffee bars of the early 1990s, many of which went out of business as the gourmet coffee craze cooled. Indeed, the suddenness of the increase in cigar sales has all the makings of a fad, and cigar pessimists are predicting that the craze will soon be over.

On the other hand, the expansion of the cigar market is already three years old and shows no sign of losing steam. Indeed, rather than tapering off, cigar sales appeared to be gathering steam heading out of 1996. Cigar optimists point out that the market is currently experiencing the longest growth period since the early 1960s. Also, the increases in per-capita consumption between 1994 and 1996 were the first since 1964.

Reading the Tea Leaves: Long-Term Consumption Patterns

After the U.S. surgeon general famously reported on the hazards of cigarette smoking in 1964, cigar sales enjoyed a brief spike, caused by cigarette smokers switching over to what they perceived as a safer product. From that point on, however, the cigar market entered a steady, gradual slump. As Figure 3–4 illustrates,

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GC 014127

the upturn in 1994–1996 represented the first major increase in cigar consumption in 30 years.

Cigar optimists point out that there is plenty of room for growth before the cigar market approaches its historic peak of 9 billion. Cigar pessimists believe that the recent surge in sales is just a hiccup in the long-term pattern of declining consumption.

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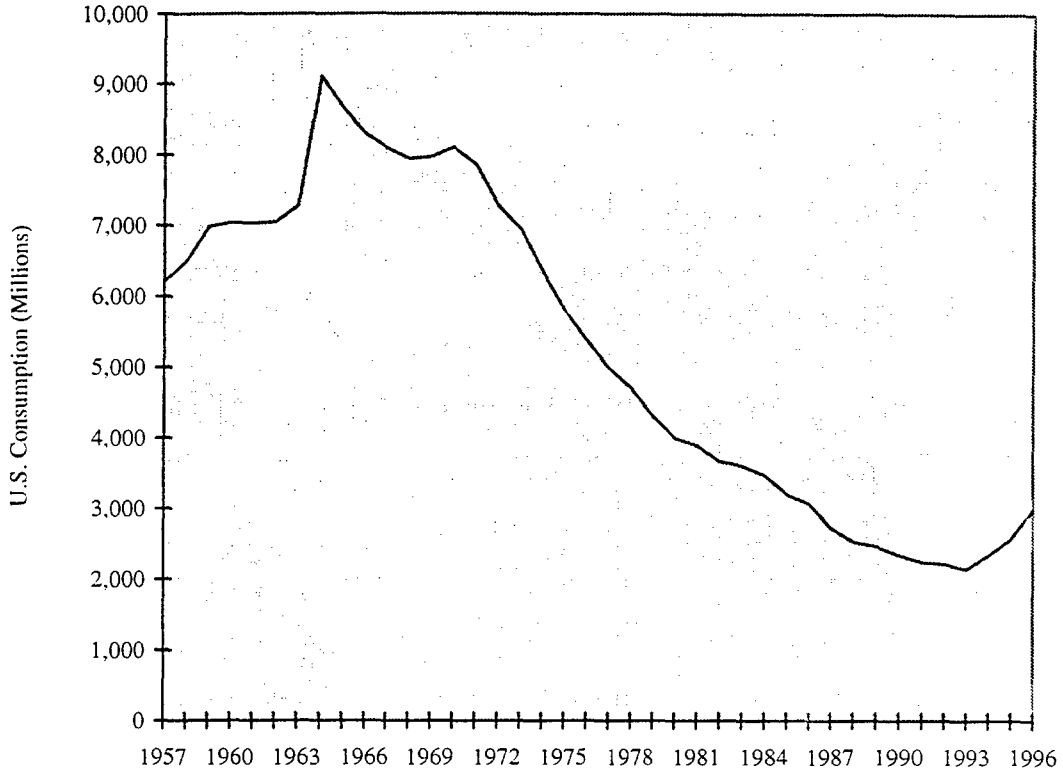
GC 014128

Figure 3–4:

U.S. Consumption of Large Cigars, 1957–1996



Sources: USDA Economic Research Service, *Tobacco Situation and Outlook* (December 1994); Packaged Facts.

Cigars Perceived as Safer Than Cigarettes

The notion that it is safer to smoke cigars than cigarettes ignited the 1964 cigar boom, and also underlies the current trend toward cigar-smoking. Indeed, during the recent surge in cigar sales, cigarette consumption continued to languish. Smokers perceive cigars as safer than cigarettes because cigars are not generally inhaled, and are smoked less frequently than cigarettes. With several qualifications, many medical professionals concede that there is some truth to this perception.

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GC 014129

On a related note, cigarette-smoking is often perceived as a habit, while cigar smoking is regarded as a pasttime—even though both products contain nicotine. Few smokers seem concerned about getting hooked on cigars, but many fear forming a cigarette habit.

Packaged Facts believes that an increasing number of generally health-conscious people view cigar smoking as a chance to indulge in a time-honored vice without incurring substantial health risks. Unless new medical evidence arises to the contrary, the prevalence of this line of thinking should be a positive factor in future growth.

Favorable Demographics Portend Continued Growth

Historically, cigar smoking has been considered a pursuit of the middle-age male. According to the president of the CAA, cigar smokers traditionally did not even start smoking cigars until the age of 30 (*Drug Store News*, August 5, 1996). If the trend of cigar-smoking among hip twenty-somethings proves to be a fad, as the pessimists say, the bulk of demand for cigars can once again be expected to come from males between the ages of 40 and 54.

Even under this pessimistic scenario, the near-term future looks good for the cigar market. As Figure 3–5 shows, the number of males between the ages of 40 and 54 is expected to increase steadily through the year 2002, when they will actually outnumber 25– to 39–year-old males for the first time in decades. Packaged Facts believes that this demographic trend will result in an underlying core of growth in the demand for cigar products.

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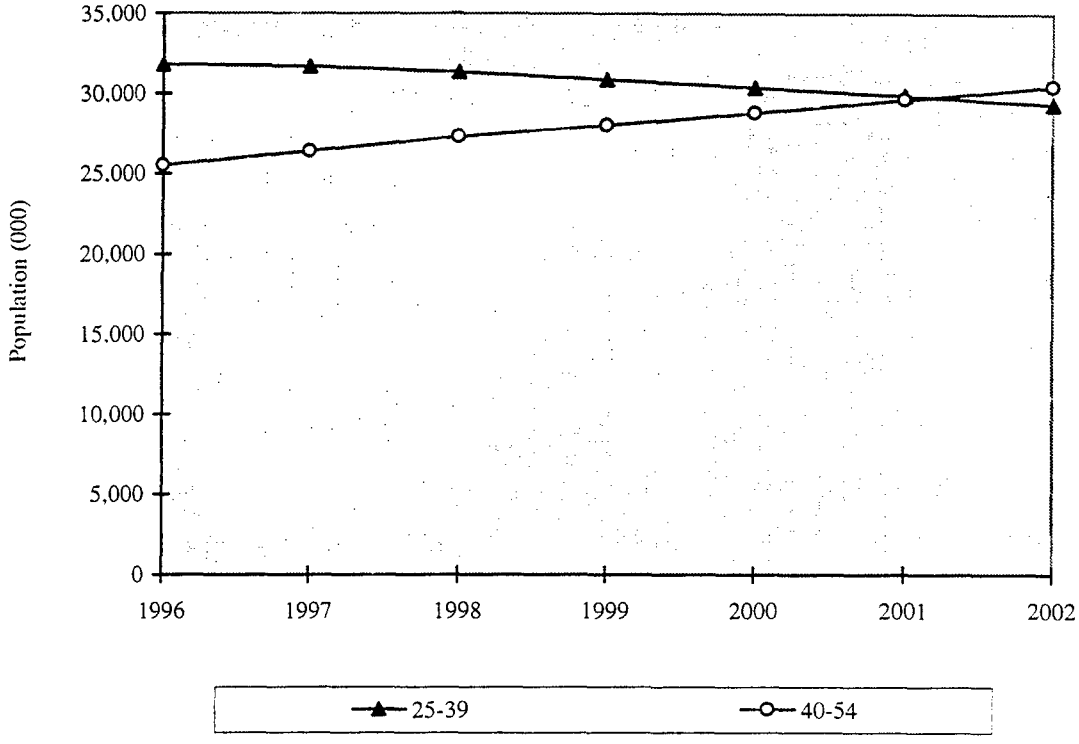
GC 014130

Figure 3–5:

Projected U.S. Population of Young and Middle-Age Adult Males, 1996–2002



Source: U.S. Department of Commerce, Bureau of the Census.

Anti-Smoking Laws May Deter New Smokers

A negative factor in future growth could be the continuing proliferation of anti-smoking laws. Many of these laws prohibit, or place heavy restrictions on, smoking of any kind in public places, including restaurants and bars. If these laws are successful in re-attaching a social stigma to cigar-smoking, consumption may begin to stagnate or decline once again.

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GC 014131

However, it is worth noting that cigar-smoking appears most popular in large urban areas like San Francisco and New York City, where anti-smoking restrictions are already the most onerous. Thus, it is not clear that anti-smoking laws will prove effective in preventing future increases in cigar consumption.

Wild Card: An End to the Cuban Embargo?

The most serious cigar fans spend much of their time hoping that the U.S. government will end its 34–year embargo of Cuban products. This scenario would be very plausible should Fidel Castro die, retire, or be otherwise removed from power. United States businesses are already making plans to resume trade and investment with Cuba in anticipation of the eventual end of the Castro regime.

Cuban cigars retain an enormous cachet in the U.S. market, even though the majority of cigar smokers have never had a Cuban cigar. As evidence of the U.S. demand for Cuban cigars, U.S. Customs seized $1.1 million worth of illegally imported Cuban cigars in 1996—more than four times the amount confiscated in 1994 (*U.S. News and World Report*, April 14, 1994). If the embargo does end, Packaged Facts expects a substantial, if temporary, upsurge in the U.S. premium cigar market.

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GC 014132

Dollar Sales to Top $2.2 Billion by 2001

Based on the factors just outlined, Packaged Facts expects strong but tapering growth in cigar dollar sales through the year 2001. Specifically, total cigar sales will rise from $1.3 billion in 1996 to about $2.3 billion by 2001—a total increase of about 80% over the 5-year period. (See Table 3-5).

Table 3-5:
Projected Size and Growth of U.S. Cigar Market: By Category, 1996-2001

(In Millions)

	Large Mass Market Cigars		Premium Cigars		Little Cigars		Total	
	Sales	Chg	Sales	Chg	Sales	Chg	Sales	Chg
1996.....	$846	—	$315	—	$89	—	$1,250	—
1997.....	947	12%	435	38%	93	4%	1,475	18%
1998.....	1,064	12	530	22	96	3	1,690	15
1999.....	1,175	10	615	16	100	4	1,890	12
2000.....	1,271	8	705	15	104	4	2,080	10
2001.....	1,352	6	805	14	108	4	2,265	9

Source: Packaged Facts.

Strong Increases Expected for Premium, Large Mass Market Cigars

As shown in Table 3-5, growth rates, although tapering, are expected to remain strong in the premium cigar category, where supply has yet to catch up with demand. The premium market will more than double in value by 2001, passing the

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GC 014133

$800 million mark. Similarly, dollar sales of large mass market cigars are expected to increase at double-digit rates through 1999, reaching about $1.4 billion by 2001.

Dollar sales of little cigars will continue to increase at a modest but respectable rate of 4% per annum, according to Packaged Facts' projections.

Unit Sales Will Pass 5.7 Billion Mark by 2001

Packaged Facts projects that unit sales will reach about 5.7 billion by the year 2001, an increase of about 29% over 1996 levels. If this projection proves correct, cigar consumption will be at its highest level since 1975, but still well below the historic market peak of 9.1 billion cigars in 1964. (See Table 3–6.)

Table 3–6:
Projected Size and Growth of U.S. Cigar Market: By Category, 1996–2001

(In Millions)

	Large Mass Market Cigars		Premium Cigars		Little Cigars		Total	
	Units	Chg	Units	Chg	Units	Chg	Units	Chg
1996.....	2,726	—	274	—	1,450	—	4,450	—
1997.....	2,945	8%	355	30%	1,480	2%	4,780	7%
1998.....	3,180	8	410	15	1,510	2	5,100	7
1999.....	3,370	6	450	10	1,540	2	5,360	5
2000.....	3,505	4	495	10	1,570	2	5,570	4
2001.....	3,575	2	545	10	1,600	2	5,720	3

Source: Packaged Facts.

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GC 014134

Moderating Unit Growth Expected

While the 67% growth rate of 1996 is almost certainly not sustainable, Packaged Facts believes that there is still room for continued double-digit growth in the premium cigar category. Unit sales should nearly double from 274 million in 1996 to about 545 million by 2001. Unit growth in the mass market large cigar category is expected to slow from 8% per annum in 1997 to about 2% by 2001, resulting in a net increase in sales of about 30% over the period, as shown in Table 3–6.

Unit sales of little cigars should continue growing at a rate of about 2% per annum. At this pace, unit sales will grow from 1.5 billion in 1996 to 1.6 billion by 2001—a net increase of about 10%.

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GC 014135

Mass Market Large Cigars Represent Bulk of Sales

Mass market cigars represent the bulk of the U.S. cigar market, in terms of both dollars and units. As illustrated in Figure 3–6, mass market large cigars make up roughly three-fifths of unit sales and two-thirds of dollar sales. Premium cigars, which make up only 6% of unit sales, account for about a quarter of dollar sales because of their higher prices. Similarly, inexpensive little cigars account for a third of unit volume, but only 7% of dollar volume.

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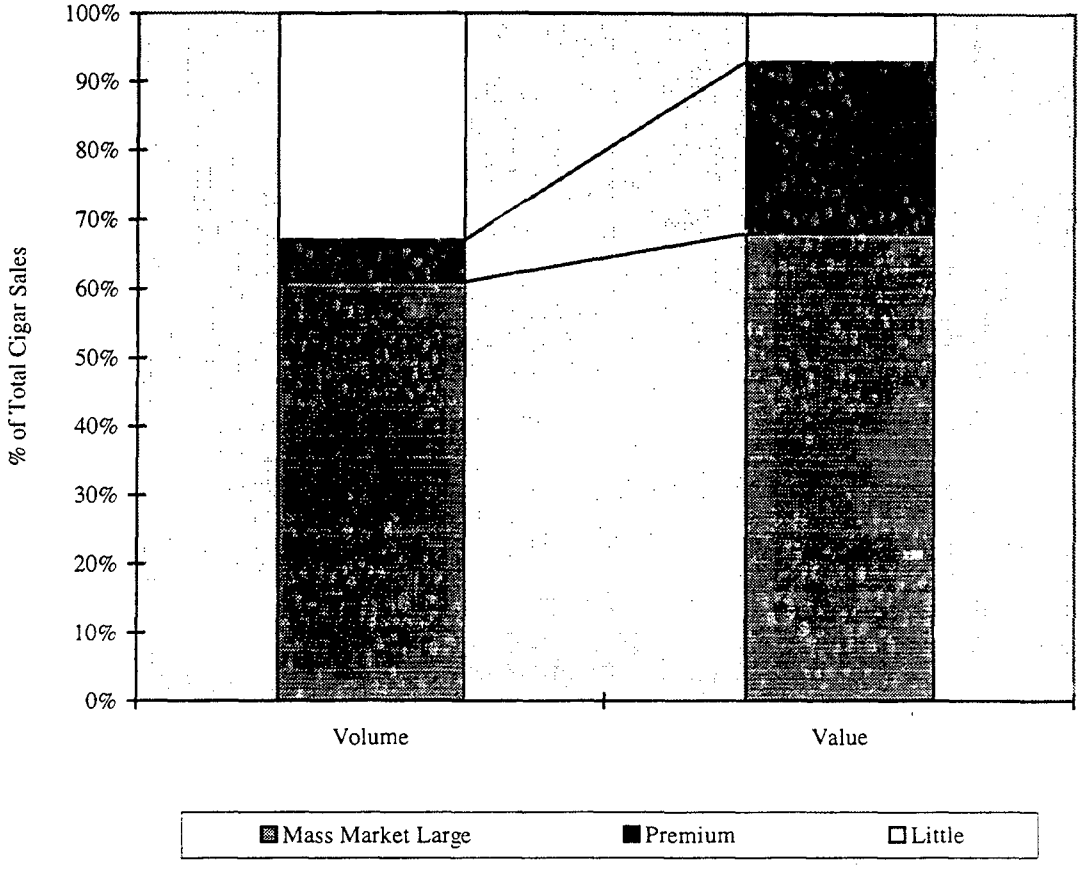
GC 014136

Figure 3–6:

Unit and Dollar Share of U.S. Cigar Market: By Category, 1996



Source: Packaged Facts.

Key Retail Outlets: Drug Stores, Grocery Stores

Cigars reach end-users through a wide variety of retail channels, and specific data on channel shares are hard to come by. However, Packaged Facts believes that drug stores account for roughly 30% of cigar unit sales, followed by grocery stores at 20% of dollar sales. Other important outlets include smoke shops, convenience stores, and mass merchants—each accounts for about 10% of dollar sales.

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GC 014137

Little Seasonal, Regional Variation in Sales

According to information from cigar marketers and other trade sources, the cigar market is not subject to significant seasonal fluctuations in demand.

Similarly, cigar consumption appears to be evenly spread throughout the United States. A 1996 survey of U.S. adults by Simmons Market Research Bureau revealed no significant variation in cigar consumption by region.

Sales by Price Point

Packaged Facts believes that at least half of all large cigars sell at retail for between 15¢ and 50¢. According to a recent report on the industry by John Maxwell of First, Wheat Securities (*Tobacco Reporter*, August 1996), only 6.3% of cigars sell at price points in excess of $1. However, some of the nicer premium cigars can sell at retail for $25 or more.

Dominican Republic Leading Source of Imported Large Cigars

As shown in Table 3–7, the Dominican Republic is by far the leading source of large cigars imported into the United States. Packaged Facts estimates that 1996 U.S. imports from the Dominican Republic had a Cost, Insurance, and Freight (CIF) value of over $100 million—more than three times the value of 1993 imports. Honduras, Mexico, Jamaica, and Nicaragua are also leading countries of origin for large cigars. Overall, the CIF dollar value of U.S. imports increased from about $52 million in 1993 to $180 million in 1996—representing a compound annual growth rate of 51%.

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GC 014138

Table 3–7:
Value of U.S. Imports of Large Cigars: By Leading Countries of Origin, 1993–1996

(In Thousands; CIF Values)

Country of Origin	1993	1994	1995	1996e	CAGR* 1993–96
Dominican Republic	$29,310	$37,651	$54,031	$102,685	52%
Honduras	11,344	14,584	21,759	41,437	54
Mexico	3,609	3,765	5,825	11,135	46
Jamaica	4,981	5,935	8,245	9,328	23
Nicaragua	183	126	922	9,244	270
Netherlands	602	642	938	1,291	29
Spain	54	142	473	1,672	214
Germany	535	412	917	1,035	25
Switzerland	560	282	773	1,131	26
Brazil	15	42	114	733	266
Other	971	628	811	438	–23
Total	**$52,164**	**$64,209**	**$94,808**	**$180,129**	**51%**

Notes: CIF values include cost, insurance, and freight charges to U.S. port of entry.
e = Estimate based on figures through September 1996.
CAGR = Compound Annual Growth Rate.

Sources: U.S. Department of Commerce, Bureau of the Census, 1996; Packaged Facts.

Imports of Little Cigars Relatively Minor

As shown in Table 3–8, U.S. imports of little cigars had a CIF value of only $1.8 million in 1996. However, the value of imports has been increasing at a compound annual growth rate of 30% since 1993. The Netherlands is the dominant source of imported little cigars, accounting for more than three-fifths of the CIF dollar value of imports in 1996. Minor sources of little cigars include Germany, Denmark, and Spain.

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GC 014139

Table 3–8:
Value of U.S. Imports of Little Cigars: By Leading Countries of Origin, 1993–1996

(In Thousands; CIF Values)

Country of Origin	1993	1994	1995	1996e	CAGR* 1993–96
Netherlands	$411	$363	$625	$1,138	40%
Germany	59	67	186	206	52
Denmark	73	55	123	157	29
Spain	9	24	27	108	129
Other	296	391	345	238	–7
World	**$848**	**$900**	**$1,306**	**$1,847**	**30%**

Notes: CIF values include cost, insurance, and freight charges to U.S. port of entry.
e = Estimate based on figures through September 1996.
CAGR = Compound Annual Growth Rate.

Sources: U.S. Department of Commerce, Bureau of the Census, 1996; Packaged Facts.

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GC 014140

IV. THE MARKETERS

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014141

IV. THE MARKETERS

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GC 014142

THE MARKETERS

Big Four Dominate Market

In terms of both dollar and unit sales, the U.S. cigar market is dominated by four major marketers. These marketers, hereafter termed the "Big Four," account for roughly 90% of unit sales. The Big Four include Swisher International, General Cigar Co., Consolidated Cigar Co., and Havatampa/Phillies Cigar Corp. Three of the four leading marketers are publicly-owned companies, while the fourth is privately held.

Most Marketers Are Specialists

Most marketers in the cigar industry specialize in cigars and/or specialty tobacco products. Of the Big Four, two generate virtually all of their operating revenues through sales of cigars. The remaining two players additionally market specialty tobacco products such as pipe tobacco and smokeless tobacco, but even these companies derive the bulk of their revenue from sales of cigars. Finally, most smaller marketers focus exclusively on cigars and related accessories.

No Involvement by Cigarette Marketers

To date, cigarette manufacturers do not participate meaningfully in the U.S. retail market for cigars. While the cigar market is growing rapidly, it is still too small to attract the attention of the cigarette giants.

Smaller Marketers

Smaller marketers play an important role in the marketing of premium cigars in the United States. Many of these small players have no manufacturing capacity of their own—they are essentially importers that have long-term (and usually exclusive) contracts with foreign cigar manufacturers.

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GC 014143

However, a few small marketers control their own cigar manufacturing. Some of these companies nationally market imported or (occasionally) domestically-rolled premium cigars. Others market domestically-made cigars on a regional basis.

Mail-Order Distributors

Mail-order distributors generally import and retail the cigars of other marketers. However, some mail-order distributors have secured exclusive U.S. retail distribution rights for certain premium cigar brands. As such, these mail-order companies can be considered marketers in their own right. Some mail-order distributors also act as marketers of private-label cigars.

Degree of Vertical Integration

The top four cigar marketers generally own and operate cigar-manufacturing facilities both in the United States and overseas. United States facilities typically produce machine-made cigar products, while overseas facilities (mostly in the Caribbean and Latin America) turn out more labor-intensive premium cigars. Typically, the top marketers also manufacture their own cigar boxes and machine-made cigar wrappers. A few of these companies even own wrapper tobacco plantations. However, all of the key players purchase the bulk of their tobacco on contract from independent tobacco growers.

Those smaller marketers that manufacture tend to buy all their raw materials, including tobacco, wrappers, and packaging, from outside suppliers. As mentioned earlier, many smaller marketers do not own any manufacturing capacity.

Integration downstream into distribution and retail is not widespread. One key player does own a small cigar lounge in New York City, and in this case handles everything from the growing of the wrapper to the sale of the finished cigar to the smoker. However, the key players sell most of their output through independent distributors and/or retailers. In the case of their private-label cigars, mail-order distributors control all phases after manufacture. However, mail-order sales of private labels make up only a tiny fraction of the overall market.

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GC 014144

Most Marketers Offer Multiple Brands

As can be seen in Table 4–1, each of the Big Four offers multiple brands—not only in the overall cigar market, but also in each category of cigars. Multiple brands are useful because of the wide range of quality and flavor possible within each product category.

Also, brand names that were acquired over the years by the Big Four are often maintained because of their strong regional and/or niche appeal. Industry observers agree that long-time cigar smokers tend to be very loyal to their brands. National and international marketers must remain cognizant of regional preferences or risk losing customers.

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GC 014145

TABLE 4–1:
U.S. MARKETERS AND BRANDS OF CIGARS:
BY PRODUCT CATEGORY, 1997

MARKETER	TYPE OF CIGAR	SELECTED BRANDS
	MAJOR MARKETERS	
Consolidated Cigar	Premium large	H. Upmann, Montecristo, Don Diego, Te-Amo, Santa Damiana, Royal Jamaica, Primo Del Rey, Montecruz, Matacan, Henry Clay
	Mass market large	Antonio y Cleopatra, Dutch Masters, El Producto, Muriel, Backwoods, Super Value, Roi-Tan, Supre Sweets, La Corona, A y C Grenadier
	Little	Dutch Treats, El Producto, Super Value, Supre Sweets
General Cigar	Premium large	Macanudo, Partagas, Temple Hall, Ramon Allones, Cohiba, Canaria D'Oro, Cifuentes, Bolivar, Punch, El Rey Del Mundo, Hoyo De Monterrey
	Mass market large	Garcia y Vega, White Owl, Robt. Burns, Wm. Penn
	Mass market cigarillo	Tiparillo, Tijuana Smalls
Havatampa/Phillies Cigar	Mass market large	Hav-a-tampa, Phillies
	Mass market cigarillo	Erik, Tampa Sweet, Tampa Nugget
	Little	Between the Acts, Madison, Hav-a-tampa
Swisher Int'l	Premium Large	Bering, La Primadora, Pleiades, La Diligencia, Siglo 21, Flor de Jalapa, Don Julio, Sabrosa, Corral Wodiska's Cazadores
	Mass market large	Swisher Sweets, King Edward, Optimo, Santa Fe, El Trelles, Keep Moving
	Little	Swisher Sweets, King Edward

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GC 014146

TABLE 4–1:
U.S. MARKETERS AND BRANDS OF CIGARS:
BY PRODUCT CATEGORY, 1997[CONT.]

MARKETER	TYPE OF CIGAR	SELECTED BRANDS
SELECTED PREMIUM AND REGIONAL MARKETERS		
Avanti Cigar	Mass market large	Avanti, Parodi
Caribe	Premium large	Baccarat, Camacho, Repeater, La Fontana
Caribbean Cigar	Premium large	Santiago Cabana, Rum Runner, Havana Classico, Calle Ocho, Signature Collection, Domino Park, Free Cuba, Morro Castle, Celestino Vega
	Little	Alternativos
Davidoff of Geneva	Premium large	Davidoff, Zino, Avo, Avo XO, Griffin, Zino Connoisseur
Dunhill of London	Premium large	Dunhill, Montecruz
800-JR Cigar	Premium large	Casa Blanca, Five Star, Jose Marti, MATASA, Royal Dominicana, Belinda, El Rey Del Mundo, J.R. Ultimate, Flor de Consuegra, Tena y Vega, Mocambo, Santa Clara
El Credito	Premium large	La Gloria Cubana, El Rico Habano, La Hoja Selecta, Dos Gonzales
Finck Cigar	Mass market large	Travic Club
House of Windsor	Premium large	House of Windsor
John Middleton	Mass market cigarillo	Prince Albert's Middleton
La Aurora	Premium large	La Aurora, Leon Jimenes, Principes
Lane Limited	Premium large	Onyx
	Little	Schimelpenninck, Captain Black

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GC 014147

TABLE 4–1:
U.S. MARKETERS AND BRANDS OF CIGARS:
BY PRODUCT CATEGORY, 1997[CONT.]

MARKETER	TYPE OF CIGAR	SELECTED BRANDS
SELECTED PREMIUM AND REGIONAL MARKETERS (CONT.)		
M&N Cigar/ Fuente	Premium large	Cuesta-Rey, LaUnica, Ashton, Hemingway, Arturo Fuente, Don Carlos, Fuente Fuente Opus X, Diamond Crown, Montesino
	Mass market cigarillo	Rigoletto, Black Jack
Nestor Plasencia	Premium large	Al Capone, Plasencia
S.A.G. Imports	Premium large	Fonseca
Tobacco Exporters Int'l	Little	Winchester
U.S. Tobacco Int'l	Premium large	Astral, Dom Tomas

Source: Packaged Facts.

Many Brands Offer Multiple Frontmarks

A confusing aspect of the cigar market to outsiders is the widespread use of frontmarks in marketing large cigars and cigarillos (both premium and mass market). Frontmarks, which are discussed in detail in *The Products* section of this report, are generally non-proprietary names that refer to the shape and size of the cigar. A single brand might encompass several frontmarks. For example, the Swisher Sweets brand from Swisher International includes Kings, Tip Cigarillos, Cigarillos, Perfectos, Wood Tips, and Blunts.

Frontmarks add complexity to the task of tracking brand shares, because sales figures for most brands can be subdivided according to the frontmark. Data on sales by frontmark are closely guarded by the major marketers, and are not generally discussed in trade journals or annual reports.

Table 4–1 lists the major cigar marketers and their brands. It also lists selected premium and regional cigar marketers and their brands.

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GC 014148

MARKETER SHARES

Two Sources of Market Share Information

Because the distribution of cigars is very fragmented, information about marketer share of retail sales is difficult to obtain. In particular, retail scanner data do not exist for sales of cigars through smoke shops, restaurants, bars, small drug stores, liquor stores, and other important outlets.

To provide a complete picture of the market, Packaged Facts analyzed two sources of market share data in preparing this report. The first set of data was prepared by the well-known industry analyst John Maxwell of First, Wheat Securities in Virginia—author of the so-called *Maxwell Report.* Portions of this data were subsequently published in the trade journal *Tobacco Reporter.* The second data source, Information Resources, Inc.'s (IRI) *Infoscan*, consists of scanner-based retail sales data from supermarkets.

A Note on Use of *Maxwell Report* Data

Packaged Facts received permission to use only those sales data released to the public through *Tobacco Reporter* magazine; the complete *Maxwell Report* is proprietary and available only to subscribers. The data in *Tobacco Reporter*, which are published every August, are based on wholesale unit shipment data from the leading cigar marketers. Packaged Facts divided those numbers by market size to arrive at approximate market share figures.

To avoid confusion between the complete *Maxwell Report* and the excerpts published in *Tobacco Reporter*, Packaged Facts will hereafter refer to the source of the data as *Tobacco Reporter/Maxwell.*

Value and Limitations of *Tobacco Reporter* Data

Because the *Tobacco Reporter/Maxwell* numbers are based on shipment figures from the major marketers, it provides a broad picture of U.S. cigar industry

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GC 014149

shipments, regardless of the retail outlets through which the cigars are ultimately sold. The *Tobacco Reporter/Maxwell* sales figures are also broken out into several categories, including little cigars and premium cigars.

However, because of the wide variety of outlets to which the cigars are shipped (and the corresponding wide range of markups), the retail value of the shipments cannot be estimated, and thus the share figures from *Tobacco Reporter/Maxwell* are based on unit, not dollar, sales. Using unit sales data magnifies the market share of players that sell large quantities of relatively inexpensive little cigars.

Also, when the sales figures reported by the major marketers are added together, the total exceeds U.S. cigar consumption. A possible explanation is that the marketers reported sales of cigars that were ultimately exported. Regardless of the reason, the consequence is that the *Tobacco Reporter/Maxwell* numbers seem to overstate slightly the market shares of the major marketers, and understate the portion of the market controlled by minor marketers. Thus, while all unit market share numbers in this report are expressed as a percentage of total U.S. consumption, the totals may add to more than 100%, resulting in a "negative share" for other marketers.

Finally, because *Tobacco Reporter* does not publish its excerpt of the *Maxwell Report* until August, the latest market share figures available as of the publication of this report were from 1995.

Value and Limitations of IRI Data

The figures provided by IRI are based on supermarket scanner data, and are thus not subject to overstating by the cigar marketers. Furthermore, full-year 1996 data were available for the preparation of this report. Also, IRI provides information on retail dollar sales, rather than unit sales figures only.

Unfortunately, IRI was able to provide reliable data for supermarket sales only. Because supermarkets account for no more than 10% of the U.S. cigar market, the IRI figures are not necessarily representative of the market as a whole. Also, unlike *Tobacco Reporter/Maxwell*, IRI does not break out cigar sales by product category.

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GC 014150

Four Major Marketers

Both data sources are in clear agreement that four major players dominate the U.S. cigar market. Swisher International, Consolidated Cigar, General Cigar, and Havatampa/Phillies Cigar (the "Big Four") collectively account for some 90% of cigar unit sales (1995) and about 84% of supermarket dollar sales (1996).

Unit Sales: Swisher the Leader

According to *Tobacco Reporter/Maxwell*, Swisher sold one cigar for every three consumed in the United States in 1995. As shown in Table 4–2, its unit sales were equivalent to about 34.6% of total U.S. consumption as of 1995, up from 33.3% in 1994. Trade sources indicate that Swisher's 1996 unit share of the overall market is probably even higher, in large part because of the success of the marketer's Swisher Sweets little cigars.

Table 4–2:
Marketer Shares of U.S. Cigar Market, 1995 and 1994

(unit sales*as percent of total consumption)

	Market Shares	
	1995	**1994**
Swisher International	34.6%	33.3%
Consolidated Cigar	22.8	24.7
Havatampa/ Phillies Cigar	18.9	18.3
General Cigar	12.2	10.3
Tobacco Exporters International	8.4	9.2
Others	3.1	4.2

Note: *Sales figures are as reported by the marketers, and may include cigars that were exported.

Sources: *Tobacco Reporter*, August 1996, *Maxwell Report*; Packaged Facts.
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GC 014151

Consolidated Cigar Second in Unit Sales

Consolidated Cigar ranks second in the overall cigar market in terms of unit sales. The marketer sold about one cigar for every 4.5 consumed in the United States in 1995. However, its unit sales as a percentage of total U.S. consumption declined from 24.7% in 1994 to 22.8% in 1995, according to *Tobacco Reporter/Maxwell.* (See Table 4–2.)

Havatampa/Phillies Ranks Third in Unit Sales

Havatampa/Phillies Cigar sold about one cigar for every five consumed in the United States in 1995. According to *Tobacco Reporter/Maxwell*, the marketer increased its sales from 18.3% of U.S. consumption in 1994 to 18.9% in 1995. (See Table 4–2).

General Cigar, Tobacco Exporters Round Out Top Five

General Cigar sold about one cigar for every eight consumed in the United States in 1995, according to *Tobacco Reporter/Maxwell.* The company's prominence in the market is understated by the unit sales analysis because General Cigar does not participate in the voluminous little cigar category. Even so, it was able to increase its unit sales from 10.3% of U.S. consumption in 1994 to 12.2% in 1995, as shown in Table 4–2.

In contrast, the unit sales analysis makes Tobacco Exporters appear closer to the upper echelon of marketers than it really is. In 1995, the company sold one cigar for every 12 consumed in the United States, according to *Tobacco Reporter/Maxwell.* However, Tobacco Exporters focuses exclusively on the little cigar market, which is characterized by a low unit-to-dollar sales ratio.

Retail Dollar Sales: Consolidated Cigar #1 in Supermarkets

According to the latest IRI data, Consolidated Cigar increased its share of supermarket cigar sales from 32.8% in 1995 to 33.3% in 1996, making the company

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GC 014152

the leading marketer in the supermarket channel. (See Table 4–3.) The company also claims to be the leading marketer of cigars in all channels, based on retail dollar sales, with a share of 23%. Its top-selling brands are A y C Grenadier and Dutch Masters.

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GC 014153

Table 4–3:
Marketer and Brand Shares of U.S. Cigar Market, 1996 and 1995

(percent of supermarket dollar sales)

	Market Shares	
	1996	**1995**
Consolidated Cigar	33.3%	32.8%
A y C Grenadier	7.8	7.1
Dutch Masters	6.7	7.2
Backwoods	4.7	3.7
El Producto	3.0	3.2
Dutch Treats	2.8	3.2
Muriel	2.5	2.5
Antonio y Cleopatra	1.3	1.4
Muriel Air Tips	1.2	1.3
Other	3.3	3.2
Swisher International	25.1%	25.3%
Swisher Sweets	19.8	19.7
King Edward	3.8	4.4
Other	1.5	1.2
General Cigar	13.0%	13.2%
Garcia y Vega	5.1	4.9
White Owl	3.1	3.6
William Penn	1.4	1.6
Other	3.4	3.1
Havatampa/ Phillies Cigar	12.4%	11.6%
Hav-a-tampa	3.5	3.5
Phillies	3.4	3.1
Tampa Nugget	3.0	3.2
Phillies Titan	1.7	1.4
Other	0.8	0.4
John Middleton	4.5%	4.1%
Prince Albert's Middleton	3.9	3.4
Other	0.6	0.7
Tobacco Exporters International	3.8%	4.3%
Winchester	3.8	4.3
Finck Cigar	1.6%	1.5%
Travic Club	1.3	1.3
Other	0.3	0.2
Lane	1.1%	1.1%
Captain Black	1.1	1.1
Other	5.3%	6.1%

Sources: Information Resources Inc.'s *InfoScan*, Packaged Facts.
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GC 014154

Swisher International Second in Supermarkets

Swisher International, which is the leading cigar marketer overall in terms of unit sales, accounted for one of every four dollars spent on cigars in supermarkets in 1996—good enough for second place in the channel. However, its market share fell slightly from 1995 levels, as shown in Table 4–3. The company's leading supermarket brand is Swisher Sweets.

General Cigar, Havatampa/Phillies Compete for Third

As of the end of 1996, General Cigar maintained its hold on third place in supermarket dollar sales, with a share of 13.0%. However, the company saw its share fall slightly from 1995 levels, as shown in Table 4–3. Its main supermarket brands are Garcia y Vega and White Owl.

Meanwhile, fourth-place Havatampa/Phillies boosted its share of supermarket dollar sales from 11.6% in 1995 to 12.4% in 1996, closing in on its third-place rival. Its main supermarket brands are Hav-a-tampa, Tampa Nugget, and Phillies.

Supermarket Sales: Other Marketers

Several other marketers each account for between 1% and 5% of supermarket dollar sales of cigars. These companies include John Middleton, Tobacco Exporters, Finck Cigar and Lane Limited.

Large Cigars and Cigarillos: Swisher Leads the Pack

Tobacco Reporter/Maxwell also ranks marketers according to their share of unit sales of large cigars and cigarillos—including both mass market and premium cigars. According to these figures, Swisher International led the category in 1995, with unit shipments equivalent to about 32% of total U.S. consumption (See Table 4–4). Its leading brand appears to be King Edward; however, sales figures for Swisher Sweets for some reason were not reported separately. Other trade sources indicate that Swisher Sweets is a leading brand in the large cigar category.

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UNDER PROTECTIVE ORDER
GC 014155

Table 4–4:
U.S. Marketer and Brand Shares of Large Cigars and Cigarillos†, 1995 and 1994

(unit sales as a percent of total consumption)

Marketer/Brand	Market Shares 1995	Market Shares 1994
Swisher International*	32.3%	31.4%
King Edward	22.6	22.0
Premium and imports	1.9	2.1
Optimo	0.8	0.7
Other	7.0	6.6
Havatampa/ Phillies Cigar	24.6%	24.6%
Phillies	13.5	12.7
Hav-a-tampa	9.3	10.0
Erik Filter Menthol	1.8	1.9
Consolidated Cigar	21.1%	21.8%
Dutch Masters	4.5	4.4
Muriel	4.3	5.1
Antonio y Cleopatra	4.1	4.1
Backwoods	2.6	2.1
El Producto	2.0	2.3
La Corona	0.4	0.5
Roi-Tan	0.3	0.4
Other	2.9	2.9
General Cigar	19.0%	16.5%
White Owl	6.4	5.3
Garcia y Vega	4.2	2.1
Robert Burns	3.9	4.5
William Penn	1.8	2.0
Tijuana Smalls	1.4	1.6
Other	1.3	1.0
M&N Cigar/ Fuente	1.8%	1.9%
Rigoletto	0.9	0.9
Cuesta-Rey	0.9	1.0
House of Windsor	1.6%	2.2%
Not accounted for**	(0.4%)	1.6%

Notes: † Includes mass market large and premium cigars.
*Sales for Swisher Sweets were not reported separately.
**Sales figures are as reported by the marketers, and may include cigars that were exported. A negative number indicates that reported sales exceeded actual U.S. consumption.

Sources: *Tobacco Reporter*, August 1996, *Maxwell Report*; Packaged Facts. This material is reprinted with permission.

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GC 014156

Double-Digit Shares for Rest of Big Four

Havatampa/Phillies ranked second in the large cigar and cigarillo category in 1995, according to *Tobacco Reporter/Maxwell*, with unit sales equal to almost 25% of total U.S. consumption. Its leading brands were Phillies and Hav-a-tampa.

Meanwhile, Consolidated Cigar finished a close third, with unit sales equal to about one-fifth of total U.S. consumption in 1995. Its top brands were Dutch Masters, Muriel, and Antonio y Cleopatra.

General Cigar rounded out the "Big Four"—the company enjoyed an increase in market share from 16.5% of unit sales in 1994 to about 19.0% in 1995, as shown in Table 4–4. Its best-selling brands in terms of unit sales were White Owl, Garcia y Vega, and Robert Burns.

Other Marketers

Tobacco Reporter/Maxwell indicated that House of Windsor and M&N Cigar/Fuente each had unit sales equivalent to about 2% of total U.S. consumption in 1995. M&N, which owns the U.S. rights to several brands and has an exclusive marketing agreement with Arturo Fuente of the Dominican Republic, counts Rigoletto and Cuesta-Rey among its best-selling brands.

In the large cigar and cigarillo category, the unit sales as reported by the top six marketers exceed total U.S. consumption, leaving a "negative" market share of 0.4% for other marketers. As explained earlier, some marketers must have over-reported their sales.

Packaged Facts believes that other marketers probably account for no more than 5% of U.S. unit consumption of large cigars and cigarillos. This share, equal to about 130 million cigars as of 1995, is divided among a plethora of small marketers who sell expensive premium cigars and/or regional cigar brands.

Premium Cigars: Limited Data

Tobacco Reporter/Maxwell also reported premium cigar unit sales for some of the key marketers, and these figures are expressed as a percentage of U.S. premium

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GC 014157

cigar consumption in Table 4–5. However, the premium cigar sales of some key marketers (Consolidated Cigar, for example) are not included, and the marketers in Table 4–5 account for only about 45% of the premium market. Therefore, Table 4–5 should not be treated as a complete ranking of the key premium marketers.

Table 4–5:
U.S. Marketer and Brand Shares of Premium Cigars, 1995 and 1994

(unit sales as percent of total consumption)

Marketer/Brand	Market Shares	
	1995	1994
General Cigar	22.4%	N.A.
Macanudo	14.1	N.A.
Partagas	5.0	N.A.
Canaria d'Oro	0.7	N.A.
Other	2.6	N.A.
Swisher International	13.4%	13.3%
Bering	4.9	5.4
Other	8.5	7.9
M&N Cigar/ Fuente	8.8%	9.5%
Cuesta-Rey	5.0	5.5
LaUnica	3.8	4.0
Lane	4.5%	4.5%
Other	50.9%	72.7%

Note: N.A. = not available.

Sources: Tobacco Reporter, August 1996, *Maxwell Report*; Packaged Facts analysis. This material is reprinted with permission.

General Cigar Top Marketer of Premium Cigars

General Cigar claims to be the leading marketer of premium cigars in the United States in terms of both unit and dollar sales, and the figures in *Tobacco Reporter/Maxwell* support this claim. Among the premium cigar marketers listed in Table 4–5, General Cigar reported the largest unit volume, equivalent to more than 22% of total U.S. premium cigar consumption in 1995.

The pecking order of the other marketers in the premium cigar market is not clearly defined by the available data. Swisher International has a strong presence in the category, with unit sales equivalent to about 13% of U.S. consumption. However,

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GC 014158

without providing specific numbers, Consolidated Cigar claims to sell more premium cigars than any cigar company in the world. Many of these sales are to customers outside of the United States, but Consolidated could rank as high as second in the U.S. premium market.

Other marketers with notable market share, as identified by *Tobacco Reporter/Maxwell*, are M&N Cigar/Fuente and Lane Limited. M&N/Fuente's unit sales of premium cigars were equivalent to about 9% of U.S. consumption in 1995, while Lane's sales were equal to 4.5% of the U.S. market.

Swisher Big in Little Cigars

Less than a decade after entering the category for the first time in 1986, Swisher International sold two little cigars for every five consumed in the United States in 1995. According to *Tobacco Reporter/Maxwell* and the company's own estimates, Swisher is by far the leading player in the little cigar category. Its 1996 share of category unit sales may be as high as 40%. Swisher accomplished this share through sales of one blockbuster brand, Swisher Sweets Little.

Consolidated Second in Little Cigar Category

Consolidated Cigar is a distant second in the little cigar category, with unit sales equal to about 26% of total U.S. consumption in 1995. As shown in Table 4–6, however, Consolidated's share slipped by nearly 4 percentage points from 1994 levels. Consolidated sells little cigars under the Dutch Treats, El Producto, Super Value, and Supre Sweets brands.

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GC 014159

Table 4–6:
U.S. Marketer Shares of Little Cigars, 1995 vs. 1994

(unit sales as percent of total factory output)

Marketer	Market Shares	
	1995	1994
Swisher International	39.6%	37.2%
Consolidated Cigar	26.3	30.0
Tobacco Exporters International	23.7	25.0
Havatampa/ Phillies Cigar	8.9	7.9
Lane	4.4	4.7
Change in inventory*	(2.9%)	(4.8%)

*Sales figures as reported by the marketers exceed total U.S. output. The *Maxwell Report* attributes the difference to depletion of inventory.

Sources: *Tobacco Reporter*, August 1996, Maxwell Report; Packaged Facts
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Other Little Cigar Powers

Another key marketer of little cigars is Tobacco Exporters International—a company that does not participate meaningfully in the other cigar categories. Tobacco Exporters had unit sales equivalent to almost 24% of U.S. consumption in 1995. Its only main brand is Winchester.

Havatampa/Phillies (9%) and Lane (4%) round out the top five marketers. When added together, the reported unit sales of the top five in 1995 exceed total U.S. factory output, which is considered roughly equivalent to U.S. consumption. *Tobacco Reporter/Maxwell* attributes the excess sales to depletion of inventory, and does not address the magnitude of little cigar sales by other marketers. Based on a review of industry and import/export figures, Packaged Facts believes that other marketers play a negligible role in the U.S. little cigar category.

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GC 014160

BRAND SHARES

Large Cigars/Cigarillos: King Edward Best-Selling Brand?

According to *Tobacco Reporter/Maxwell*, King Edward was the leading brand in the large cigar/cigarillo category (including both mass market and premium cigars) in 1995, accounting for almost 23% of U.S. unit consumption. However, sales of another Swisher International brand, Swisher Sweets, were not specifically disclosed in the report. Based on a review of information from other industry sources, including a prospectus supplied by Swisher International itself, Packaged Facts believes that the Swisher Sweets brand could also stake a claim to the title of best-selling brand. In either case, it appears that Swisher International controls the top brand in the large cigar and cigarillo category.

Other Leading Brands

In terms of unit sales, Phillies was the second-leading brand in the large cigar/cigarillo category in 1995, according to *Tobacco Reporter/Maxwell*. As shown in Table 4–7, unit sales of the Phillies brand, which is owned by Havatampa/Phillies, were equal to 13.5% of total U.S. consumption, up from 12.7% in 1994.

Rounding out the top five brands as of 1995 are Hav-a-tampa (Havatampa/Phillies), White Owl (General Cigar), and Dutch Masters (Consolidated Cigar). As is apparent from Table 4–7, each of the Big Four owns at least one of the top-five brands in the large cigar and cigarillo category.

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GC 014161

Table 4–7:
Unit Share of Top Ten U.S. Brands of Large Cigars and Cigarillos†, 1995 and 1994

(unit sales*as percent of total consumption)

Brand (Marketer)	Market Shares	
	1995	1994
King Edward (Swisher International)	22.6%	22.0%
Phillies (Havatampa/ Phillies Cigar)	13.5	12.7
Hav-a-tampa (Havatampa/ Phillies Cigar)	9.2	10.0
White Owl (General Cigar)	6.4	5.3
Dutch Masters (Consolidated Cigar)	4.5	4.4
Muriel (Consolidated Cigar)	4.3	5.1
Garcia y Vega (General Cigar)	4.2	2.1
Robert Burns (General Cigar)	3.9	4.5
Backwoods (Consolidated Cigar)	2.6	2.1
El Producto (Consolidated Cigar)	1.9	2.3
Other	26.9%	29.5%

† Includes mass market large and premium cigars.

*Sales figures are as reported by the marketers, and may include cigars that were exported. No figures were given for Swisher Sweets, which Packaged Facts believes is a top-selling brand.

Sources: Tobacco Reporter, August 1996, Maxwell Report; Packaged Facts
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Supermarket Channel is Sweet for Swisher Sweets

According to IRI data for cigar sales in supermarkets, Swisher Sweets is the leading brand in that channel, accounting for one out of every five dollars spent on cigars in 1996. Because IRI does not differentiate among the different cigar product categories, this figure includes sales of both large and little cigars. (See Table 4–8.)

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GC 014162

Table 4–8:
Market Shares for Top 15 Cigar Brands in U.S. Supermarkets, 1996 and 1995

(percent of retail dollar sales)

Brand (Marketer)	**Market Share**	
	1996	**1995**
Swisher Sweets (Swisher International)	19.8%	19.7%
A y C Grenadier (Consolidated Cigar)	7.8	7.1
Dutch Masters (Consolidated Cigar)	6.7	7.2
Garcia y Vega (General Cigar)	5.1	4.9
Backwoods (Consolidated Cigar)	4.7	3.7
Middleton (John Middleton)	3.9	3.4
King Edward (Swisher International)	3.8	4.4
Winchester (Tobacco Exporters International)	3.8	4.3
Hav-a-tampa (Havatampa/ Phillies Cigar)	3.5	3.5
Phillies (Havatampa/ Phillies Cigar)	3.4	3.1
White Owl (General Cigar)	3.1	3.6
Tampa Nugget (Havatampa/Phillies Cigar)	3.0	3.2
El Producto (Consolidated Cigar)	3.0	3.2
Dutch Treat (Consolidated Cigar)	2.8	3.2
Muriel (Consolidated Cigar)	2.5	2.5
Other	23.1%	23.0%

Sources: Information Resources Inc.'s InfoScan, Packaged Facts.
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Other Leading Supermarket Brands

Rounding out the top five cigar brands in supermarkets are A y C Grenadier (Consolidated Cigar), Dutch Masters (Consolidated Cigar), Garcia y Vega (General Cigar), and Backwoods (Consolidated Cigar). Thus, Consolidated Cigar owns three of the five best-selling brands in supermarkets. Together, the top five brands make up over two-fifths of supermarket dollar sales, while the top fifteen account for roughly three quarters of sales. (See Table 4–8.)

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GC 014163

Premium Market Focus of Activity

Although it still comprises only about a quarter of the U.S. cigar market in terms of dollar sales, and a much smaller slice of the market in terms of unit sales, the premium cigar category has been the center of attention for marketers and observers alike over the past four years. One reason is that premium cigar sales have been growing at an astonishing rate, accounting for a disproportionate percentage of dollar growth in the overall cigar market. Furthermore, many observers believe that the popularity and visibility of premium cigars have helped boost sales of their mass-market counterparts and the fortunes of the industry as a whole.

Top Premium Brands in Short Supply

The booming market for premium cigars has created a marketer's dream—each competitor has been able to sell as many premium cigars as it can make. "It's almost as if we don't have to do anything to sell cigars these days," an executive at Consolidated Cigar recently remarked (*U.S. Distribution Journal*, January 15, 1996). "The biggest problem is filling the empty shelves of retailers and wholesalers."

Indeed, the ability of the large marketers to fill orders for the top brands has been constrained by shortages of premium tobacco and trained cigar rollers. Faced with back orders for nearly 40 million premium cigars, Consolidated Cigar was forced to stop taking orders from its largest customers as of the beginning of 1997. Each customer is now allocated a fixed portion of Consolidated's production; nothing more. Retailers wishing to add the best-known brands of premium cigars to their shelves are being turned away.

The Counterfeiting Problem

A consequence of the shortages has been an increase in counterfeiting, according to some of the key marketers. Consolidated Cigar has been waging a battle

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GC 014164

against counterfeit Monte Cristo cigars from the Dominican Republic. In March 1997, U.S. Customs confiscated 62 boxes of the fake Monte Cristos at JFK International Airport in New York (*U.S. News & World Report*, April 14, 1997). An especially popular object of counterfeiters' attention is Cuban cigars, some of which bear Cuban trademarks that are owned by Consolidated Cigar in the United States.

Boom Attracts New Marketers

Sensing an opportunity to capitalize on the premium cigar craze, more than 50 new marketers have jumped into the market since 1995. This influx has resulted in the introduction of more than 100 new brands of premium cigars.

Premium Tobacco in Short Supply

As a result of the surge in demand for premium cigars and the proliferation of new marketers, competition for raw materials among the marketers has intensified. The main bottleneck is the supply of premium tobacco—it takes a minimum of two years to grow and age premium tobacco, and most growers did not anticipate the recent surge in demand. Furthermore, dozens of new marketers have signed supply contracts with key sources of premium cigar tobacco.

Tobacco shortages have resulted, with premium tobacco prices doubling and tripling in a matter of a couple years. General Cigar, marketer of the famed Macanudo brand, had to stop shipping the product for two months in 1996 because it could not obtain properly aged and blended tobacco.

Marketers Compete for Inputs, Resources

Heightened demand for premium cigars and the proliferation of new marketers have led to shortages of other raw materials. For example, Wood Perfect, a Florida manufacturer of cigar boxes, added a night shift in 1996, and is now operating seven days a week (*Business Week*, September 2, 1996). Artistic Engravers, a supplier of cigar bands, has also added night and weekend shifts in an attempt to reduce a six-month backlog of orders.

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GC 014165

Even experienced cigar rollers are the object of fierce competition among marketers. By offering higher pay, new marketers are luring veteran rollers away from established companies. "It's causing a lot of problems for us," groused an executive at a cigar factory in the Dominican Republic (*The Wall Street Journal*, October 3, 1996). "It takes two to three years to teach the skills required to roll a fine cigar."

Established Premium Marketers Worry About Quality

Predictably, the old guard marketers do not have nice things to say about their new competitors. A chief complaint is that the newcomers are cutting corners on quality by not properly aging the tobacco they use. "You can taste the ones that are too young," remarked an executive with Florida's Padron Cigar Co. (*Tobacco Reporter*, May 1996). "The worst thing that can happen is a new consumer will try a cigar that's not been aged properly and be turned off. Smoking a cigar must be a positive experience."

The new marketers retort that most smokers can't tell the difference. Indeed, in blind taste tests sponsored by *The Wall Street Journal* and *Cigar Aficionado*, cigars made from newer tobacco have rated as well or even higher than some of the established brands made from aged tobacco. "It throws the claim—that new cigars don't taste as good as the old—out the window," gloated the president of new-guard marketer Caribbean Cigar Co. (*The Wall Street Journal*, October 3, 1996).

Key Marketers Go Public

The horde of newcomers hasn't stopped the big established marketers from cashing in on the current cigar craze, however. Most saw double-digit increases in revenues in 1996. Furthermore, since mid–1996, three of the Big Four cigar marketers have used heightened interest in cigars as a backdrop for launching successful public offerings:

- Consolidated Cigar watched the public snap up its initial public offering in September, 1996, even though many analysts felt the shares were overpriced.

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GC 014166

- After 135 years in the cigar business as a private company, Swisher International went public in December, 1996.
- General Cigar a subsidiary of Culbro, announced its initial public offering in February 1997. The old parent, Culbro, plans to merge into General Cigar after divesting its non-cigar businesses.

In addition, a new marketer, Caribbean Cigar, floated shares on NASDAQ in 1996, only a matter of months after opening its first factory. Even start-up cigar businesses are finding the current climate a friendly one for raising capital.

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COMPETITIVE FOCUS: CARIBBEAN CIGAR CO.

Sales at Approximately $8 Million

In 1966, its first year of operations as a publicly-owned manufacturer and marketer of cigars, Caribbean Cigar Co. recorded sales of approximately $8 million. In the previous year, the company's activities were limited to the retail sale of cigars, and revenues totaled less than $1 million. Thanks to acquisitions and expansions in production capacity, analysts expect the new company to generate sales of about $30 million in 1997. Caribbean Cigar is headquartered in Miami, Florida.

A Vertically Integrated Premium Cigar Marketer

Unlike many other cigar marketers, Caribbean Cigar is involved in several aspects of the cigar industry, encompassing manufacturing, distribution, and retail:

- With respect to manufacturing, the company operates one cigar factory in Miami, and plans to bring a second factory in the Dominican Republic on line in mid-1997. The Miami factory is also involved in the production of wooden cigar boxes.
- In terms of distribution, Caribbean Cigar has exclusive wholesale distribution contracts with other premium cigar marketers, including South Beach Cigars and Siboney Cigar Corporation. In addition, the company acquired American Western Cigar Co., an importer of cigars from Indonesia, in May 1997. As a result, Caribbean Cigar is now the exclusive worldwide distributor of the Celestino Vega brand.
- At the retail level, Caribbean Cigar operates seven retail outlets, all of which are in the state of Florida.

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GC 014168

Caribbean Cigar Looks to Younger Market

Lurking at the edges of the mainstream cigar industry, Caribbean Cigar seems to enjoy its image as a renegade company. After becoming the first and only of the new premium cigar marketers to go public, the company has audaciously declared its cigars better than those of the "establishment," and has even committed the heresy of proclaiming its Signature brand "a better cigar than the Cubans." The president of the company enjoys dressing in tropical print shirts, in stark contrast to the suited executives at the Big Four. Recently, the company was profiled in *Smoke*, a decidedly less glossy version of *Cigar Aficionado* that appeals to a younger group of readers.

These factors indicate that Caribbean's target niche appears to be the "alternative" crowd of twenty-something, Generation X cigar smokers. The company even christened its new line of little cigars Alternativos.

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COMPETITIVE FOCUS: CONSOLIDATED CIGAR CO.

Record Sales of $217 Million in 1996

For the fiscal year ended December 31, 1996, Consolidated Cigar posted a record $216.9 million in net sales, up 37% over 1995 sales of only $158.2 million. Net income more than doubled, from $13.9 million in 1995 to $29.8 million in 1996.

Headquartered in Ft. Lauderdale, Florida, Consolidated Cigar has about 4,800 employees.

Corporate Structure

Consolidated Cigar is controlled by Ronald Perelman, the chairman of the board of directors, through Mafco Holdings Inc., a holding company. As of January 1997, Mafco Holdings owned 85% of Mafco Consolidated Group Inc., which in turn owned 64% of Consolidated Cigar Holdings Inc. The latter entity is the holding company for Consolidated Cigar Co.

As noted, Consolidated Cigar Holdings completed its initial public offering late summer 1996.

Business Activities

Consolidated Cigar's main activity is the manufacture and marketing of cigars. The company operates the largest hand-made cigar factory in the world, in La Romana, Dominican Republic. It also operates large cigar production facilities in Jamaica, Honduras, and Puerto Rico. Consolidated Cigar makes its little cigars at a factory in Pennsylvania.

Consolidated Cigar is also a major player in the U.S. pipe tobacco market, and operates a pipe tobacco production facility in Richmond, Virginia. Its major pipe tobacco brands include Mixture No. 79 and China Black, and it also produces pipe tobacco products under private-label agreements.

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GC 014170

A minor activity is the sale of smokers' accessories, including lighters, tobacco pouches, pipe cleaners, and cigar cutters.

Sales and Marketing

Consolidated Cigar sells its cigar and pipe tobacco products throughout the United States to wholesale distributors, retail chains, and smoke shops. About 88% of the company's mass market cigars are sold through wholesale distributors, with retailers and direct buying chains accounting for the remaining 12%. The company has more than 2,500 wholesale and retail customers, but the top five customers account for about 22% of sales.

Mass Market Powerhouse Also Stakes Out Premium Turf

Consolidated, a mass-market powerhouse with the leading share of supermarket sales, bills itself as the largest U.S. manufacturer of cigars in terms of dollar sales. The company has a presence in all three categories of the cigar market:

- In the premium cigar category, its major brands include H. Upmann, Montecristo, and Don Diego. The first two brands are actually owned by Cuban Cigar Brands N.V., a 51% owned subsidiary of Consolidated Cigar. As a consequence, Consolidated is restricted from marketing these brands in certain foreign countries.
- In the large mass market cigar category, major brands include Antonio y Cleopatra, AyC Grenadiers, Dutch Masters, El Producto, and Muriel.
- In the little cigar category, the company's major brands include Dutch Treats and El Producto.

The marketer has also been making a visible effort to stake out the "super premium" market. Two new products, Chairman's Reserve by H. Upmann and The Playboy by Don Diego, are positioned at the very top of the market. The Playboy features the Playboy bunny and Hugh Heffner's initials.

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GC 014171

Plots Women-Friendly Cigar

Despite the increased visibility of female smokers, it is estimated that no more than 2% of cigar smokers are women. Sensing an opportunity to do some niche marketing, in 1997 Consolidated Cigar announced plans to introduce "cigar shapes designed specifically for women." The marketer intends to include the new shapes in its existing premium brands, although it has not yet named specific brands.

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COMPETITIVE FOCUS: GENERAL CIGAR CO.

Sales Reach $155 Million in 1996

For the fiscal year ended November 30, 1996, General Cigar reported net sales of $154.7 million, up nearly 25% from 1995 sales of $124.0 million. Net income after taxes, however, increased by only about 10%, from $11.3 million in 1995 to $12.4 million in 1996.

The General Cigar business unit is headquartered in Bloomfield, Connecticut, with corporate offices in New York City. The company has about 4,000 permanent employees and an additional 1,000 seasonal employees.

Culbro Becoming General Cigar

As of the completion of its initial public offering in February 1997, General Cigar Co. remained a subsidiary of Culbro Corp., a holding company with diverse interests in tobacco, nurseries, real estate, distribution, and magazine publishing. In a move to focus on its core business of selling cigars, Culbro began the process of separating and divesting its non-cigar businesses in 1996. First, Culbro sold its CMS Gilbreth packaging and labeling business, which was originally a captive supplier of cigar packaging to General Cigar. Culbro then transferred its interests in Imperial Nursery, Eli Witt Co. (currently in Chapter 11 bankruptcy proceedings), and Centaur Communications Limited into a new company, Culbro Land Resources (CLR). Meanwhile, all cigar-related businesses, including 1,100 acres of tobacco-growing land and the Club Macanudo cigar bar, were transferred to General Cigar Holdings, Inc. Culbro shareholders will receive shares of both General Cigar Co. and CLR, at which point Culbro will cease to exist.

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GC 014173

Business Activities

General Cigar's primary business activity is the manufacture and sale of domestic and imported cigars. The company has processing, manufacturing, and distribution operations in the Dominican Republic, Jamaica, and Honduras. In addition, General Cigar operates a manufacturing and warehousing facility in Dothan, Alabama. Finally, the company acquired Villazon Co., a manufacturer and importer of premium cigars, in January 1997.

The company is also involved in the growing, processing, and sale of cigar wrapper tobacco. It owns about 900 acres of tobacco-growing land in Connecticut, and leases an additional 80 acres in the Dominican Republic.

Minor activities from a revenue standpoint include the operation of Club Macanudo cigar bars in New York City and Chicago; the sale of French-made Djeep disposable lighters and other cigar accessories; and the licensing and marketing of branded leather goods and apparel.

Sales and Marketing

General Cigar Co. sells cigar products throughout the United States to over 1,300 customers, including wholesale distributors, retail chains, smoke shops, specialty retailers, and mail-order catalogues. No single customer accounts for more than 10% of the company's business.

The company's sales force is composed of two groups. One group is responsible for the sale of all of the company's products, while a second group of premium specialists focus on the sale and promotion of the company's premium cigars with smoke shops, cigar bars, restaurants, and premium cigar distributors.

New Club Macanudo Slated for Chicago

General Cigar's Club Macanudo, a trendy cigar bar in Manhattan, has served as an effective advertisement for the company's Macanudo cigar, which appears to be the best-selling premium brand on the U.S. market. In spring 1997, General Cigar announced plans to open a Club Macanudo in Chicago's exclusive Gold Coast

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GC 014174

neighborhood. The new bar will add to the company's visibility in Chicago, which is already known for its cigar-friendly steakhouses.

General Cigar Acquires Villazon, Expands Premium Presence

Targeting the lucrative premium category of the market, General Cigar acquired Villazon Co., a New Jersey-based marketer of moderately-priced and premium cigars, in January 1997. Through the Villazon acquisition, General Cigar picked up two cigar factories in Honduras and one in Florida. The marketer also acquired the premium cigar brands Punch, Hoyo De Monterrey, and El Rey Del Mundo.

The new premium brands will add to General's already long roster of powerhouse premium brands, including Macanudo, Partagas, and Cohiba. The first two brands have been outstanding performers, but the marketer has yet to make full use of the cachet-laden Cohiba brand. Perhaps one reason is that its rights to the brand have been called into question—in January 1997, Cubatabaco petitioned the U.S. Patent and Trademark Office to cancel General's U.S. registration of the Cohiba trademark. General Cigar believes its registration will hold up to the challenge. (The company's use of the Partagas and Cohiba brands is restricted to the U.S. market only.) In the large mass market cigar category, the company's major brands include Garcia y Vega, White Owl, Robt. Burns, and Wm. Penn.

General Challenges Swisher in "Premium Mass-Market"

Also recognizing the potential demand for cigars that bridge the gap between mass market and premium, General Cigar launched its own entries in this evolving niche in 1996. Garcia y Vega Hand Made is a premium version of the marketer's popular mass market brand. White Owl Select is machine-made, but is rolled in a premium Connecticut Shade wrapper.

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GC 014175

General Cigar Survives PR Nightmares

In addition to fending off its competitors and struggling to fill orders, General Cigar has had to deal with some sticky public relations issues. First, in the spring of 1995, the company discovered that its cigar shipping cartons were being used to smuggle marijuana into the United States. In the process of investigating this incident, it uncovered a fraudulent invoicing scheme, which resulted in the dismissal of its senior vice president of operations. The disgruntled executive then filed a wrongful dismissal suit, which alleged that General Cigar was intentionally positioning its White Owl Blunts as a vehicle for smoking marijuana.

In response to the charges, General Cigar took the unusual step of taking out a full-page ad in a trade journal to discuss "blunting," or the practice of filling blunt style cigars with marijuana. In the ad, the marketer announced that it was replacing the name "blunts" with "sports." The company's damage-control tactics seem to have worked—the investigation into the ex-employee's charges was terminated, and the employee was convicted on 25 counts of mail fraud.

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COMPETITIVE FOCUS: HAVATAMPA/PHILLIES CIGAR CORP.

$45 Million in Sales

Havatampa/Phillies Cigar Corp. is a privately-held company, and therefore does not disclose annual sales information. However, industry sources estimate the company's sales at around $45 million. Havatampa/Phillies Cigar has about 200 employees.

Business Activities

The Havatampa/Phillies Cigar Corp. focuses on the manufacture, import, export, and distribution of cigars. Company headquarters are in Tampa, Florida. Because Havatampa/Phillies is privately held, no additional information on the company's business activities was available.

Havatampa/Phillies Quietly Enjoys Success

While little information is available about the company's financial performance and strategic activities, it is making its presence known to its competitors—it owns two of the best-selling cigar brands in Phillies and Hav-a-tampa.

Havatampa/Phillies has steered away from the fracas in premium cigars to focus on strengthening its share of the much larger mass market categories. One of the company's biggest successes has been the Phillies Blunt—its unit share of the U.S. cigar market has roughly doubled since 1990, according to industry analyst John Maxwell (*The Wall Street Journal*, April 8, 1996). The company's Hav-a-tampa brand has also established a considerable presence in the mass market.

It also markets cigarillos under the Erik brand. In the little cigar category, the company's major brands include Between the Acts and Madison.

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COMPETITIVE FOCUS:
LANE LTD.

Sales of $45 Million

Lane Limited is a privately-held subsidiary, and therefore does not disclose annual sales information. However, industry sources estimate the company's sales at around $45 million. Lane Limited has about 200 employees.

Corporate Structure

Founded in 1890, Lane Limited is currently owned by Rothmans International Plc, a United Kingdom-based public company. The parent company, Rothmans, manufactures cigarettes, cigars, and tobacco products. It also distributes lighters, writing instruments, watches, men's and women's clothing, pipes, smokers' accessories, and fragrances.

Business Activities

Lane Limited's sole activity appears to be the marketing and distribution of cigars, including little and premium cigars. Its main brand, Captain Black, is manufactured in the United States, according to the company's marketing and sales department. Because Lane Limited is privately held, no additional information on the company's business activities was available.

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GC 014178

COMPETITIVE FOCUS: SWISHER INTERNATIONAL

Sales Reach $225 Million

In the fiscal year ended December 31, 1996, Swisher International posted net sales of $225.2 million, up 21% over 1995 sales of $186.4 million. Net income after taxes nearly doubled over the same period, rising from $15.5 million in 1995 to $29.5 million in 1996.

Founded in 1861, Swisher International is headquartered in Darien, Connecticut, and also maintains executive offices in Jacksonville, Florida. The company has 1,160 full-time employees and 50 part-time employees.

Corporate Structure

Swisher International is a subsidiary of Swisher International Group Inc. (SIGI), a holding company. SIGI is in turned owned in part by another holding company, Hay Island Holding Corp., which is controlled by William Ziegler III through various trust funds. In 1996, SIGI completed its initial public offering, ending 135 years of existence as a privately-held company.

Swisher International itself owns three subsidiaries: Martin Brothers International, King Edward Technology Inc., and Swisher International Finance Co.

Business Activities

The company's activities are focused on the manufacture, import, export, and distribution of specialty tobacco products. The company also manufactures related inputs such as cigar boxes, packaging, and reconstituted tobacco wrapper and binder. Swisher International divides its products into four distinct groups:

- **Mass market cigars** accounted for about 48% of the company's net sales in 1996. Major brands include Swisher Sweets and King

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GC 014179

Edward. Most of the company's mass-market cigars are made at its factory in Jacksonville, Florida.

- **Smokeless tobacco** generated 28% of the company's net sales. Products in this group include moist snuff, dry snuff, and loose leaf chewing tobacco. Major brands include Silver Creek, Mail Pouch, Redwood, and Chat anooga Chew. The company manufactures all of its smokeless tobacco products at its facility in Wheeling, West Virginia.
- **Premium cigars** accounted for 14% of the company's net sales. Major brands include Bering and La Diligencia. The company rolls its premium cigars at facilities in the Canary Islands, the Dominican Republic, Honduras, and Nicaragua. In addition, the company imports and distributes certain premium brands from other manufacturers.
- **Little cigars** accounted for about 10% of the company's net revenues. Major brands include Swisher Sweets and King Edward. This product group was previously outsourced from contract manufacturers, but the company began shifting production in-house at its Jacksonville factory in 1996.

Swisher's Focus: Little Cigars and High-End Mass Market

Not willing to cede the premium market to Consolidated and General Cigar, Swisher International has recently expanded its premium flagship brand, Bering, and introduced four new premium brands. However, the company's main strategic thrust has been seeking to increase its dominance of the little cigar market, where it has increased its unit share from zero in 1986, to roughly two-fifths as of 1996. Swisher has added new flavors in an effort to continue its success in this segment and deter competitors like General Cigar from entering. In an effort to improve profit margins, Swisher is also switching to in-house production of the little cigars, which until 1997 were made by third-party factories.

Swisher is also targeting the upper end of the mass market large category. In 1997, it launched Corral Wodiska's Cazadores, a machine-made cigar with a natural

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GC 014180

leaf wrapper and premium-quality filler. It also introduced King Edward Classic, also with a natural leaf wrapper. Swisher is attempting to capitalize on the growing demand for high-quality cigars without increasing its reliance on hand-rolled products.

New-Product Dynamo

Swisher International sees its ability to develop successful new products as one of its key competitive advantages. The company boasts that 26% of its 1996 net sales came from products introduced since 1985, with 13% of sales derived from products introduced since 1991. Swisher has introduced at least 13 new products since 1996—more than Consolidated and General Cigar combined.

Sales and Marketing

Swisher International sells its cigar and smokeless tobacco products nationally, using a sales force the company believes to be the largest in the industry. The 250 full-time sales and marketing professionals are divided into two groups: one group handles mass-market cigars and smokeless tobacco products, while a separate group handles premium cigar products. The first group calls on tobacco distributors, wholesale grocers, and retail chains, while the second group calls directly on smoke shops, restaurants, and cigar bars.

Roughly 90% of the company's cigars are sold to tobacco & candy distributors and wholesale grocers, with the remainder going directly to retail chains. About 75% of its smokeless tobacco products are sold to distributors and wholesalers, while the remaining 25% are sold directly to retailers.

International Activities

The company claims to be the leading exporter of U.S.-made cigars. It also licenses certain brands (King Edward, for example) to manufacturers in the Netherlands, England, and Germany. The company believes that its products are available in over 70 countries worldwide.

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GC 014181

MARKETING AND NEW PRODUCT TRENDS

Few Radical New Innovations

The cigar market is not characterized by a great deal of product development or rapid technological change. Many of the leading cigars and brands are the same as they were three decades ago, albeit perhaps under different ownership.

New Premium Brands

While many of the leading premium brands are over 150 years old, marketers continue to develop new ones in response to the rapidly expanding market for premium cigars. Many of the new brands are being created, or are being introduced to the United States for the first time, by new guard premium marketers.

However, the established players have churned out a few new labels of their own. Swisher International, which is not known as a premium cigar powerhouse, launched four entirely new premium brands in 1996 alone. Consolidated brought three new premium products to the table, although two of these (Chairman's Reserve by H. Upmann and The Playboy by Don Diego) were simply extensions of its existing well-known brands. Even General Cigar, already owner of some of the most revered brands in the world, chimed in with a new brand, Cifuentes.

Premium/Mass Market Hybrids

Cigar marketers are looking to expand the market further by introducing cigars that bridge the gap between affordable mass-market stogies and expensive premium cigars. Clearly, marketers are betting that mass-market users will trade up, also avid premium cigar smokers might be tempted to trade down to more affordable "everyday" cigars.

Many of these new products feature natural, whole-leaf wrappers, rather than re-constituted ones. Examples include White Owl Select (General Cigar) and King Edward Classic (Swisher). To avoid supply problems and to hold down costs, most of

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GC 014182

the new hybrids are machine-made, although General Cigar launched a hand-made version of Garcia y Vega.

Greater Selection of Frontmarks

Rather than going to the expense of launching a new brand, many marketers are simply expanding the variety of shapes and sizes within existing brands. For example, Consolidated Cigar added Churchill and Churchill Maduro frontmarks to its Antonio y Cleopatra line. General Cigar launched a miniature version of its best-selling Macanudo cigar, while Swisher rolled out Swisher Sweets Blunts.

Table of New Product Introductions

Table 4–9 outlines selected new product introductions from 1995 to 1997.

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GC 014183

Table 4–9:
Selected New Cigar Product Introductions by Major U.S. Marketers, 1995–1997

Marketer/Brand	Year	Description
Caribbean Cigar Co.		
Alternativos	1997	Premium little cigars
Consolidated Cigar Co.		
Antonio y Cleopatra	1997	Line extension: new Churchill, Churchill Maduro frontmarks
Chairman's Reserve by H. Upmann	1996	New "super premium" brand
Excelsior	1996	New premium brand
The Playboy by Don Diego	1996	New "super premium" brand
General Cigar Co.		
Cifuentes	1996	New premium brand
Garcia y Vega Hand Made	1996	Premium hybrid: hand-made version of mass market Garcia y Vega
Macanudo Miniatures	1996	Miniature version of Macanudo large cigar
White Owl Select	1995	Machine-made cigar w/ natural Connecticut Shade wrapper
Swisher International		
Bering	1996	Line extension: new Grande, Robusto, Torpedo frontmarks
Blackstone	1996	Cigars rolled from fragrant pipe tobacco
Corral Wodiska's Cazadores	1997	Premium hybrid: machine-made w/natural leaf wrapper and premium-quality filler
Flor de Jalapa	1996	New premium brand
King Edward Aromatic	1996	Line extension: aromatic vanilla- and cherry-flavored cigars w/ wooden tips
King Edward Classic	1997	Machine-made cigar w/ imported natural leaf wrapper
La Diligencia	1996	New premium brand
Pleiades Reserve Privee	1997	Limited-edition "vintage" tobacco cigar line
Sabroso	1996	New premium brand
Siglo 21	1996	New premium brand
Swisher Sweets	1996	Line extension: Little Cigars Cherry
Swisher Sweets Blunts	1996	Line extension: new Blunt frontmark
Swisher Sweets Outlaws	1996	Line extension: rough cut cigars

Source: Packaged Facts.

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ESTIMATED ADVERTISING EXPENDITURES

Little Broad-Based Advertising

Even according to the most generous estimates, no more than 5% of American adults smoke cigars, and perhaps only half that number smoke them regularly. Clearly, broad-based advertising for cigars would not be very efficient. Mass market cigars are generally not advertised at all, except for direct mailings, coupons, and point-of-sale promotions.

Advertising for premium cigars is generally limited to publications that appeal to well-educated, affluent buyers—for example, *Forbes*, *Esquire*, *Golf Digest*, and *The New York Times Sunday Magazine*. Ample advertising is found in niche/hobbyist publications like *Cigar Aficionado, Smoke,* and *Wine Spectator.*

Under federal law, tobacco advertising is not permitted on broadcast media.

Cigar Aficionado Promotes Industry

It is impossible to discuss advertising in the cigar market without mentioning the role of *Cigar Aficionado*, a self-described "lifestyle" magazine that caters to affluent cigar smokers. Some industry observers, including the president of the Cigar Association of America, credit the launch of the magazine with helping to ignite the premium cigar trend, and the magazine's publisher has not exactly been shy about accepting the credit.

Whether the result of a brilliant marketing idea or just good timing, the success of *Cigar Aficionado* is beyond dispute. If the magazine did not precipitate the current cigar boom, it at the very least served as a rallying point for the industry and ardent smokers. Weighing in excess of two pounds, the quarterly magazine features full-page advertisements from nearly every premium cigar marketer and wannabe in the country.

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Expenditures on Premium Cigar Advertising Rising

Despite the limited scope of cigar advertising, industry sources report that advertising expenditures more than doubled from 1994 to 1996. While this rate of increase is on a low base, it illustrates the attention that marketers are giving to the cigar market. Packaged Facts estimates that total industry expenditures on cigar advertising in 1996 were at least $6 million.

General Cigar Leads Advertising Expenditures

Packaged Facts believes that General Cigar spent the most on cigar advertising in 1996, with expenditures of at least $3.5 million. Advertising venues for campaigns directed at more experienced smokers included *Cigar Aficionado, Forbes, FYI, Esquire, Sports Illustrated Select, Golf Digest, Golf Magazine,* and *Wine Spectator.* Advertisements directed at younger smokers appeared in *Rolling Stone, GQ, Details, Troika, Fast Company,* and *P.O.V.*

General Cigar's most visible campaign features a wizened successful-looking executive and a younger confident-looking business type enjoying a Macanudo together, with the tag line, "And They Thought You'd Have Nothing in Common." [A more recent version of the same ad features a young female lawyer smoking with an older male judge.] The message is that a fine Macanudo is "the natural choice to fill the generation gap between such generational opposites as a young tyro and an old pro on Wall Street," in the words of a Culbro annual report.

Consolidated Cigar Promotes Premium Brands

Consolidated Cigar spent in the neighborhood of $1.5 million advertising its premium cigar products in 1996. Its advertisements appeared in magazines such as *Cigar Aficionado*, *Playboy*, and *The New York Times Sunday Magazine*, as well as in various newspapers. One recent campaign featured the H. Upmann premium brand.

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GC 014186

Swisher Expenditures Less than $1 Million

Packaged Facts believes that Swisher International ranks third among cigar advertisers, with 1996 spending between $0.5 and $1.0 million. A substantial portion of that sum was spent advertising Swisher Sweets little cigars. The company also ran ads promoting Bering, its flagship premium brand.

Davidoff of Geneva Pitches Davidoff, Zino

Davidoff of Geneva, which markets some of the most expensive cigars on the market, launched a creative campaign to promote its Davidoff cigars in 1996. The campaign featured illustrations by Edward Sorel, known for his *New Yorker* magazine covers. It consisted of four black-and-white drawings titled "First Encounters by Davidoff," depicting meetings between famous cigar-smoking people from history. The campaign was developed to appeal to an audience more youthful than Davidoff's traditional customer base of older male executives.

Davidoff of Geneva also commissioned a series of advertisements featuring Zino Davidoff, the legendary founder of the company, to promote its Zino line of cigars.

Web Sites

Like the rest of corporate America, cigar marketers have discovered Internet "Web sites" as a tool for promoting their wares. General Cigar's site, called "Cigar World," features tips on selecting and smoking cigars, as well as information about General Cigar's (mostly premium) brands. The site was selected as one of the best cigar product Web sites by *Yahoo* magazine.

Appendix II of this report lists Uniform Resource Locators (URLs—Web-speak for "addresses") for several cigar marketers, alongside more traditional contact information.

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You Deserve a Cigar

Many premium cigar advertisements appeal to the reader's sense of self-indulgence, positioning cigars as a reward for success. An ad for Caribe's Baccarat is titled, "The Sweet Smell of Success," and states, "You deserve it, so enjoy the superior smoking pleasure of... Baccarat Luchadores." An ad for imported Fonseca cigars shows an executive reclining in a leather chair smoking a Fonseca, with the tag line, "Fonseca. The privilege of success."

Cigars Confer Status

Cigars are also positioned as a symbol of status. Elegantly dressed people—often in business or formal evening attire—are shown socializing or chatting over a cigar. An example is a recent advertisement for Don Manolo cigars. It features an immaculately dressed and rather snooty looking couple leaning out of a luxury automobile with cigars in hand. "Distinguished... For those who *Are*," reads the tag line.

As Good as a Cuban

One of the most common themes in premium cigar advertising is to compare the product with legendary Cuban cigars. General Cigar has a long-running series of ads for Partagas that feature photographs from pre-Castro Cuba and a picture of Ramon Cifuentes, the famed Cuban cigar roller. The tag line: "Partagas. The cigar that knew Cuba when." A two-page advertisement from Consolidated asks, "Ever wonder what the great Cuban cigar makers did after leaving Cuba?" Upon turning the page, the breathless reader discovers the answer: "...One of them created our Dominican H. Upmann, so you could forget Havana. That's One-Upmannship."

The Cuban theme has been employed imaginatively and sometimes humorously. A series of ads for Astral cigars features Polaroid-type snapshots that

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GC 014188

capture Fidel Castro (or is it?) smoking an Astral cigar. "The secret is out," reads the tag line, although the ostensibly covert snapshots always catch the Astral cigar band tilted carefully toward the camera. The Astral series is especially hilarious to Cuba buffs, who know that the real Fidel Castro gave up cigar smoking several years ago.

Great with Liquor

Advertisements position cigars as an excellent accompaniment to fine cognac, scotch, wine, and martinis. In a joint ad for Arturo Fuente cigars and Courvoisier cognac, the two luxury products are shown resting together on an elegant hardwood tabletop. "Make After-Dinner the Best Part of Any Meal," is the tag line. A spot from luxury goods marketer Davidoff of Geneva features a tuxedo-clad gentleman smoking a Davidoff and holding a glass of Davidoff cognac. "The common man can survive on bread and water," reads the copy. "The connoisseur requires a bit more."

Cigars Facilitate Bonding

Another common theme is that cigars help forge a special bond between fellow smokers, no matter how diverse their viewpoints—as long as they're all elegant and successful professionals, that is. A long-running series from General Cigar features old-guard and new-guard professionals (investment bankers, legal types, etc.) enjoying premium Macanudos together. "And they thought you'd have nothing in common," is one tag line, followed by "It's hard to disagree on true cigar taste."

Cigars Are Sexy

With their bold phallic shapes, its not surprising that cigars are often positioned as symbols of sex appeal. An ad for Don Tomas cigars depicts an alluring brunette in a low-cut evening gown and glistening lips, while the copy asks, "Do you offer a cigar on the first date?" The tag line reads, "Don Tomas. Go ahead. Make a statement."

An ad for Lone Wolf cigars features a similarly voluptuous brunette who leers suggestively at the camera while smoking a big fat stogie. "They say a fine cigar is like

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GC 014189

a sexual experience," reads the copy. "Assuming you could actually have sex for an hour and a half."

In another ad, a Vueltabajo cigar is shown being rolled on a woman's naked thigh, tip pointed between her legs, with copy that states, "Legend has it that the Cigars of Vueltabajo were rolled on the thighs of island women." This ad clearly wasn't placed in a family publication, but not surprisingly, it did appear in a magazine with a 99% male readership.

Women Can Enjoy Cigars, Too

The frequency with which women appear in cigar ads is certainly disproportionate to the number of women actually smoking cigars. However, while most marketers are clearly seeking to titillate their male audience, a few advertisers actually seem to be positioning cigars to appeal to women. Rather than showing women with their lips wrapped suggestively around a giant stogie (as an ad for Don Diegos recently did), these ads show women in natural poses relaxing with their stogies.

One ad shows a well-dressed woman enjoying a moment of seclusion with her La Diva cigar. Even the name of the product is designed to appeal to a feminine market. An ad from Caribbean Cigar shows a man and a women sharing a joke while smoking Alternativos little cigars. "For the women who say size doesn't matter, and the men who actually believe them," the copy playfully remarks. This ad seems directed to women who are intimidated by the large size of cigars, although tobacconists say that some women feel patronized when it is assumed that they want a little cigar.

A Good Cigar Can't Be Rushed

With so many new companies rushing into the premium cigar market, more marketers are taking pains to extol the quality of their cigars. Some ads indirectly allude to the hastily-rolled cigars allegedly being offered by new-guard marketers. A two-page ad from Arturo Fuente shows a father and son leisurely inspecting a single

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GC 014190

leaf in a vast field of tobacco plants, conveying a sense of unrushed attention to quality. "We will never rush the hands of time," is the tag line.

Cigars as a Sign of Maturity and Sophistication

Some advertisements use cigars as a symbol of sophistication, maturity, and polite society. An ad for Hoyo de Monterrey shows a well-dressed man intimately offering a cigar to a woman, with the tag line, "It's time for a meaningful relationship!" Consolidated Cigar uses a group of cigar-smoking professional golfers to convey the message, "Team Te-Amo! No place for a juvenile cigar!"

Examples in Appendix

Examples of the ads discussed above and others can be found in *Appendix I.*

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CONSUMER PROMOTIONS

Cents-Off Specials

In the mass-market category, cigar marketers periodically provide consumers with cents-off price specials. The amount of the discount can range up to $2 per package. Premium cigar marketers, however, seldom find it necessary to offer price discounts to their customers, given the current product shortages.

Coupons are often provided on or in cigar packages. However, some marketers make direct mailings to targeted customers.

Multiple Purchase Incentives

Marketers of mass-market cigars may also offer their customers multiple purchase incentives. These can include rebates in exchange for UPC symbols, special prices for buying in quantity, and other promotions.

Free Goodies

Marketers of all types of cigars sometimes offer consumers special gifts for buying certain cigar products. During the 1995–1996 winter holiday season, General Cigar packaged a calculator in some boxes of Garcia y Vega and White Owl brands of mass-market cigars. In the spring of 1996, Davidoff of Geneva offered free bottles of Mouton Cadet Bordeaux with the purchase of Zino Mouton Cadet cigars.

Cigar-Related Clothing

Offering T-shirts, hats, and other items to promote a brand is not unusual in the consumer goods industry, but it is not very common in the cigar market. One major exception is General Cigar, which has developed a complete line of sportswear under the Macanudo Classics and Partagas Classics labels. Then again, this clothing line is not exactly downscale Skoal baseball caps. The General Cigar line consists of

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GC 014192

wool-and-calfskin jackets, windbreakers, cotton-fleece sweatshirts, polo shirts, T-shirts, and brushed cotton twill/wool-serge sporting caps.

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TRADE ADVERTISING AND PROMOTIONS

A Supplier's Market

In the premium cigar market, trade advertising and promotions are hardly necessary given current market conditions. Instead of the usual scenario of marketers begging retailers for shelf space, it is now the retailers' turn to cajole marketers for an extra box of Macanudos. Even so, premium marketers do what they can to cement relationships with tobacconists and drug stores.

Special Displays

In the mass-market cigar category, however, marketers try to be most obliging in helping retailers promote their brands. Consolidated Cigar furnishes modular display fixture systems to its retailers at no charge, and boasts that it supplies more of these displays than the rest of the industry put together. The fixtures are designed as an attractive display for Antonio y Cleopatra, Dutch Masters, El Producto, and other mass-market cigar products.

In the premium category, General Cigar offers tobacco shops hand-crafted, humidified countertop display cabinets as part of its "Cigar of the Month" program. The display is offered in conjunction with brochures, posters, and consumer discounts.

Merchandising Guides

General Cigar has also made a concerted effort to interest liquor stores in distributing premium cigars. In 1995, it began publishing a 16–page brochure titled *The Case for Selling Premium Cigars in Fine Wines & Spirits Stores*. The company believes that these brochures will help open doors in a still-emerging distribution channel.

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V. DISTRIBUTION AND RETAIL

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DISTRIBUTION

Tobacco and Candy Distributors

Perhaps two-thirds of cigars reach retailers through tobacco and candy distributors, which generally serve retailers in a limited geographical area. Traditionally, these distributors are involved in the sale of cigarettes, chewing tobacco, and candy. Their customers include drug stores, convenience stores, and newsstands. Tobacco and candy distributors are mainly involved in selling U.S.-made, mass-market cigars.

Grocery Wholesalers

About a fifth of cigars are distributed through grocery wholesalers. These companies handle not only tobacco products and candy, but also a broad range of grocery items. Grocery wholesalers also tend to operate regionally, and sell to retail grocery stores and independent supermarkets.

Direct Sale to Retailers

Around 10% of cigars are sold direct from the marketer to the retailer. In the case of mass-market cigars, only large mass merchandiser and drugstore chains buy in this manner. In the case of premium cigars, the largest ("Big Four") marketers call directly on smoke shops and premium cigar distributors.

Importers/Distributors

Since most premium cigars (around 5% of all cigars) come from outside the United States, importers/distributors play a prominent role in distributing premium cigars. Unlike wholesalers, importers/distributors typically operate on a national basis, and generally sell directly to retailers, rather than going through the wholesalers.

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Some premium cigar distributors have sought to ally themselves with importers of high-quality liquors, which have a similar customer base.

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Retail Outlet Definitions

Cigars are sold through several types of retail outlets, including the following:

Smoke Shops

Smoke shops (also known as **tobacconists**) are usually small stores that specialize in the sale of tobacco products and accessories. Smoke shops tend to feature premium cigars, but many also have a limited selection of lower-end cigars.

Drugstores

Drugstores sell a variety of mostly non-food merchandise, including medicines, health and beauty care products, and convenience items. They typically stock not only cigars, but also cigarettes and smokeless tobacco products. Most drugstores focus on lower-end cigars, although more and more are offering a selection of premium cigars.

Supermarkets

Supermarkets are grocery stores with over $2 million in annual sales. They sell mostly food items, but many also stock cigarettes and lower-end cigars.

Mass Merchandisers

Mass merchandisers (also known as **discounters**) sell mostly non-food merchandise on the "stack it high and sell it cheap" principle—in other words, they are low-margin, high-volume outlets. As such, they tend to offer mass-market cigars.

Liquor Stores

Liquor stores typically offer beer, wine, liquor, snacks, cigarettes, and convenience items. Because many consumers of premium liquor tend to enjoy a fine cigar, more liquor stores are adding premium cigars to their merchandise mix. Many also sell lower-end cigars.

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Convenience Stores

Convenience stores are mini grocery stores with late hours and a limited selection of alcoholic beverages. They generally offer lower-end cigars as impulse items.

Restaurants and Cigar Bars Important Outlet for Premium

In the premium cigar market, restaurants and cigar bars play an important role in both distributing cigars and raising consumer awareness. Typically, cigar bars and cigar-friendly restaurants stock a selection of premium cigars in the course of their normal operations. In addition, both bars and restaurants sometimes host special dinners and events that specifically cater to cigar-smokers.

Cigar Mail-Order Delivery Clubs

Some premium cigars reach end users through non-traditional outlets like cigar clubs. For a monthly fee, club members automatically receive the cigar selection(s) of the month. In addition, club membership typically entails receiving a club newsletter and special offers on cigar-related merchandise.

Discount Mail-Order Outlets

Many high-volume smokers purchase their cigars through discount mail-order outlets, which publish catalogs, take orders by mail or phone, and ship cigars to customers all over the country. They are able to offer their customers substantial savings in part because of their no-frills approach—for example, cigars are typically shipped in bundles, not boxes.

Furthermore, discount mail-order outlets are typically located in states with low excise taxes—affording a substantial savings to many out-of-state customers. A customer in Washington state, which has an excise tax of 75% of the wholesale price, can get a real deal by ordering from a mail-order outfit in Florida, which has no excise tax on cigars.

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Vending Machines

Vending machine sales of cigars are not nearly as common as they are for cigarettes. The main problem is that cigars (especially premium ones) require controlled storage conditions or they grow stale.

However, at least two manufacturers have introduced vending machines (or "vending humidors," as the inventors like to call them) that are especially designed for cigars. Some machines accept credit cards and bills as large as $100, and one even has a telephone on the side that allows users to place bulk orders. Likely locations for cigar vending machines include restaurants, bars, and nightclubs.

Retail Outlet Share: Overall

Based on information gathered from the key U.S. cigar marketers, Packaged Facts estimates that drugstores account for nearly a third of unit sales of cigars, while grocery stores account for about a fifth of sales. As shown in Figure 5–1, other important outlets include smoke shops, mass merchandisers, and convenience stores.

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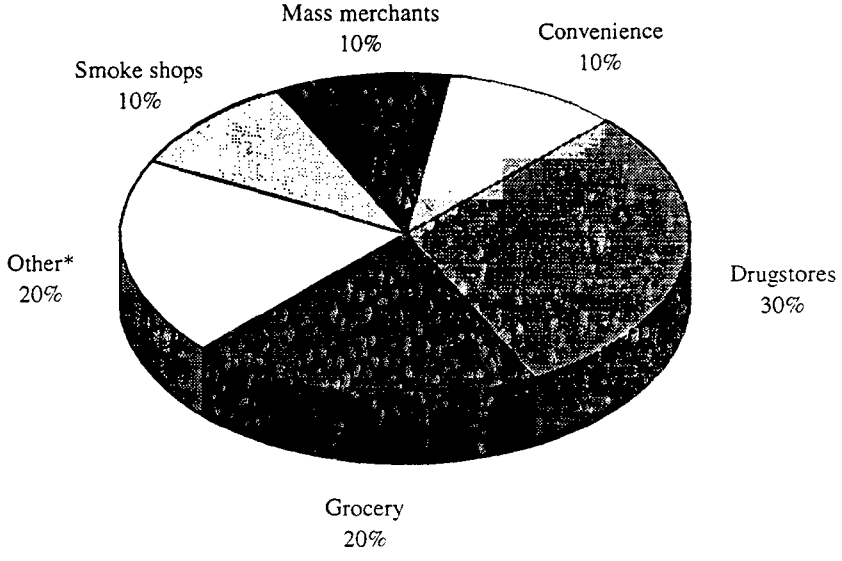
Figure 5–1:

Retail Channel Share



Source: Packaged Facts.

Retail Outlet Share: Premium

According to industry observers, including the editor of *Tobacconist* magazine, cigar stores/tobacconists account for some 85% of retail dollar sales of premium cigars. Liquor stores and restaurants/clubs round out sales of premium cigars. (See Figure 5–2.)

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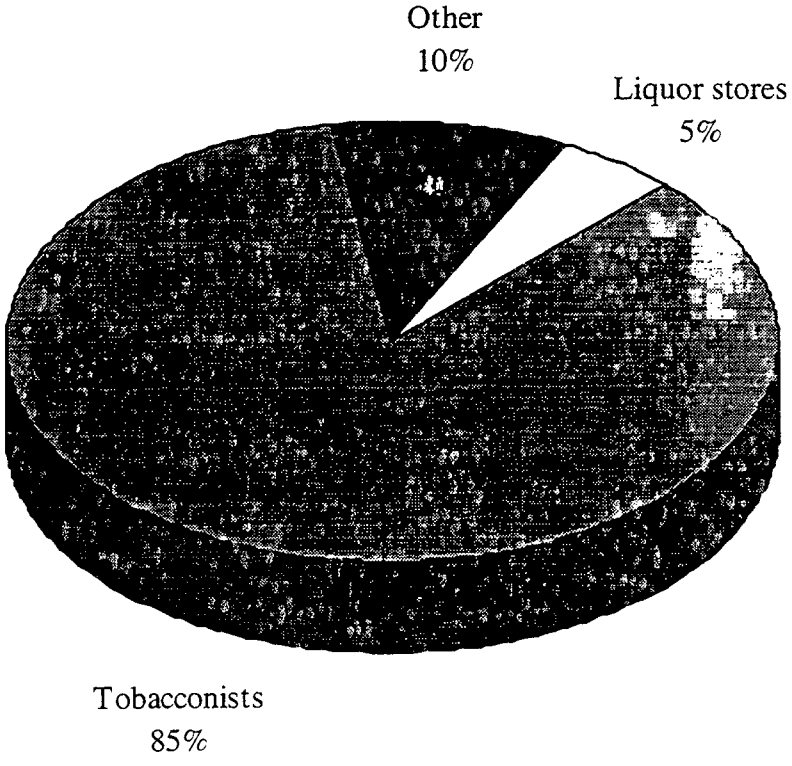
Figure 5–2:

Estimated Share of U.S. Premium Cigar Sales: By Retail Outlet Type, 1997



Source: Packaged Facts.

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Typical Supermarket Display

Supermarkets tend to keep cigars locked up in glass display cases, or even behind customer service counters. This display strategy minimizes theft and prevents illegal access by minors. More expensive premium cigars are sometimes showcased for individual sale in special displays at the customer service desk, under the watchful eye of supermarket employees. Ordinary glass display cases may also contain the store's selection of cigarettes and smokeless tobacco products.

In response to the premium cigar craze, some supermarket chains have actually added humidors to their aisles, allowing them to sell super-premium cigars (which are not protected by cellophane wrappers) for as much as $25 each.

The Kroger Cigar Store

Recognizing the profit potential of premium cigars, some supermarkets are merchandising cigars more prominently on a trial basis. In 1995, Kroger Co. gave store space to Tinder Box International, a chain of smoke shops. The Tinder Box Mini Store sells not only cigars, but also espresso, cappuccino, and gourmet coffee beans. The cigars are strictly take-out items, as smoking is not permitted in the supermarket. The arrangement between Tinder Box and Kroger is apparently a straight lease, and does not involve Kroger receiving a percentage of the sales or profits. Kroger benefits from the lease income, and is hoping that the cigar shop will draw customers into the supermarket.

Typical Drugstore Display

Older drugstores tend to shelve cigars behind a customer service counter, where they can be closely monitored. The restricted-access shelves might also contain liquor, film, cigarettes, and easily-pilfered premium razor blades. To obtain cigar products, the customer must seek assistance from a store employee.

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Newer drugstores have advanced electronic theft prevention systems, which allow for a more shopper-friendly display on customer-accessible shelves. Cigars and related tobacco products typically receive about 10 feet of display space. Packages of premium cigars occupy the top shelves, mass-market cigars are on the middle shelves, and pipe tobacco and large boxes of cigars are shelved at the bottom. In the interest of theft-prevention, cigars in this type of setup are not available for individual sale.

Typical Smoke Shop Display

Because most smoke shops are independent and not part of chains, it is more difficult to generalize about their display strategies. Still, most smoke shops keep their super-premium cigars in walk-in humidors—some of which are accessible only to employees. Less expensive and cellophane-wrapped cigars may be kept on customer-accessible shelves.

Regional and National Brand Mix

While some cigar brands are known nationwide, other brands have only regional distribution, but these often have a fiercely loyal following. Thus, savvy retailers make sure to devote some of their displays to regional brands.

In the age of nationwide retail chains and centralized buying, regional preferences can present difficulties for retailers. To facilitate optimum regional merchandising, the Revco drug chain reportedly offers northern and southern regional cigar packages to its outlets, while Eckerd has three regional sets.

Margins

According to the annual Consumer Expenditure Survey in *Supermarket Business*, supermarkets earn an average margin of about 32% on cigar sales—considerably higher than the 12% earned on higher-volume cigarettes. Given the recent shortages of premium cigars, tobacconists are probably earning margins closer to 50%.

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From the standpoint of manufacturers, machine-made cigars actually offer better gross profit margins (percentage wise) because they are cheaper to make. High labor costs cut into manufacturer profit margins on hand-rolled cigars.

Pricing

Given the tremendous variety of cigars on the market, and given widely differing state excise tax levels, it is difficult to comment concisely on pricing. In a state with an excise tax of 18%, mass market cigars generally sell for between $20 and $25 for a box of 50. At the other end of the spectrum, it is not uncommon for premium cigars to sell for $5 to $10 each, and the super-premiums can approach $25 each.

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GC 014206

VI. THE CONSUMER

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VI. THE CONSUMER

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THE OVERALL CIGAR SMOKER

Some Five Million Adults Smoke Cigars

According to a 1996 survey by Simmons Market Research Bureau, about 2.8% of American adults use cigars. Simmons based its estimate on a survey of men and women 18 years or older. This figure translates into about 5.4 million cigar-smokers.

The Simmons projection is consistent with figures from the Cigar Association of America, which reports that about 6 million Americans smoke cigars. Others in the cigar industry have estimated that there are as many as 10 million cigar-smokers in the United States.

Demographics Affecting Cigar Use

Cigar users have a distinct demographic profile. As shown in Table 6–1, males, single people, managers, blue collar workers (especially skilled craftsmen), those with an annual household income of at least $40,000, and those between the ages of 18 and 44 are substantially more likely than average to smoke cigars.

Among those least likely to use cigars are females, people who work in a professional or clerical/sales occupation, those who are (or have previously been) married, those with an annual household income of between $10,000 and $20,000, and people of 50 or more years of age.

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Table 6–1:
Demographic Characteristics Affecting U.S. Adult Tendency to Use or Not Use Cigars, 1996

Factor	Tend to use	Tend not to use
Gender	Male	Female
Age	18–44 (1)	50 and older (2)
Education	NS	NS
Employment	Employed	Not employed
Occupation	Mgr; blue collar	Prof; cler/sales
Family status	Single	Married; div/sep/wid
Region	NS	NS
Locality	NS	NS
Race	NS	NS
Household Income (000)	$40+	$10–20
Household size	3 or 4	2
Children in household (age)	NS	NS

Notes: NS = Not a significant predictor of tendency to use or not use.
(1) Read as follows: Adults 18–44 years of age are more likely than the average adult to smoke cigars.
(2) Read as follows: Adults 50 years or older are less likely than the average adult to smoke cigars.

Sources: Simmons Market Research Bureau; Packaged Facts.
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Gender Most Important Factor in Use

As might be expected, males are much more likely than females to use cigars. According to the Simmons survey, males comprise only 48% of the U.S. adult population, but make up over 85% of users. (See Table 6–2.) Other industry sources indicate that these figures actually overstate the number of female cigar users. Most industry observers agree that males comprise between 96% and 99% of stogie smokers.

Table 6–2:
U.S. Adult Use of Cigars: By Gender, 1996

Gender	% of U.S. Adults	% of Users	Index of Selectivity
Male	48.0%	85.6%	178 (3)
Female	52.0 (1)	14.4 (2)	28

Notes: (1) Read as follows: 52.0% of U.S. adults are women.
(2) Read as follows: 14.4% of U.S. cigar smokers are women.
(3) Read as follows: Men are 78% more likely than the average U.S. adult to smoke a cigar.

Source: Simmons Market Research Bureau.
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Likelihood of Cigar Use Declines with Age

The likelihood of being a cigar smoker is inversely related to age, as Table 6–3 clearly illustrates. According to the Simmons survey, 18– to 24–year-olds are nearly 40% more likely than the average adult to be cigar users. On the other hand, those over the age of 65 are only a third as likely as the average adult to use cigars.

As a consequence, more than two out of three cigar smokers are under the age of 45, even though only about 57% of U.S. adults match that description. The survey results seem to corroborate news that younger smokers have been driving the resurgence in the U.S. cigar market.

Table 6–3:
U.S. Adult Use of Cigars: By Age, 1996

Age	% of U.S. Adults	% of Users	Index of Selectivity
18–24	13.0%	18.2%	139
25–34	21.7 (1)	25.5 (2)	118 (3)
35–44	22.2	24.5	110
45–54	16.1	16.7	104
55–64	10.8	9.8	91
65+	16.2	5.3	33

Notes: (1) Read as follows: 21.7% of U.S. adults are 25–34 years of age.
(2) Read as follows: 25.5% of U.S. cigar smokers are 25–34 years of age.
(3) Read as follows: Adults 25–34 years of age are 18% more likely than the average U.S. adult to smoke a cigar.

Source: Simmons Market Research Bureau.
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Those Smokin' Swingin' Singles

Single people (those who have never married) are 54% more likely than the overall population to smoke cigars, according to the Simmons survey. (See Table 6–4.) One explanation is that because of advertising messages, single males believe that

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smoking cigars makes them look sexy and successful—key qualities in attracting a mate. On the other hand, divorced and separated people are the least likely to smoke cigars. Another possible explanation is that many single people are young, and young people are the most likely to smoke cigars.

Table 6–4:
U.S. Adult Use of Cigars: By Marital Status, 1996

Marital Status	% of U.S. Adults	% of Users	Index of Selectivity
Single (never married)	22.9% (1)	35.4% (2)	154 (3)
Married	58.3	50.7	87
Divorced/Separated/Widowed	18.8	13.9	74

Notes: (1) Read as follows: 22.9% of U.S. adults are single.
(2) Read as follows: 35.4% of U.S. cigar smokers are single.
(3) Read as follows: Single adults are 54% more likely than the average U.S. adult to smoke a cigar.

Source: Simmons Market Research Bureau.
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The Blue-Collar Appeal of Cigars

Although cigars have recently been depicted as the newest trapping of the young upscale professional, the Simmons survey indicates that blue-collar skilled craftsmen are actually the group most likely to light up a stogie. As shown in Table 6–5, skilled craftsmen are two and a half times more likely than the overall population to use cigars. Also, "other employed" (primarily blue collar workers) are half again as likely as the average adult to use. By comparison, those in managerial and administrative occupations are only 17% more likely than average to smoke cigars.

Professionals such as doctors and lawyers are the least likely to smoke cigars.

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Table 6–5:
U.S. Adult Use of Cigars: By Occupation Type, 1996

Occupation Type	% of U.S. Adults	% of Users	Index of Selectivity
Skilled craft	6.8% (1)	16.9% (2)	247 (3)
Managerial/administrative	8.6	10.1	117
Technical/clerical/sales	19.0	14.6	77
Professional	9.5	5.6	59
Other employed	19.3	28.7	149
Not employed	36.8	24.1	66

Notes: (1) Read as follows: 6.8% of U.S. adults are employed as skilled craftsmen.
(2) Read as follows: 16.9% of U.S. cigar smokers are employed as skilled craftsmen.
(3) Read as follows: Skilled craftsmen are about two and a half times as likely as the average U.S. adult to smoke a cigar.

Source: Simmons Market Research Bureau.
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Cigar-Smoking by Household Income

The likelihood of cigar-smoking appears to be related to household income. As shown in Table 6–6, there seem to be three main clusters of cigar smokers. The biggest group appears to be people with an annual household income of $60,000 or more. These upscale cigar smokers make up roughly a quarter of all households, but about one-third of all cigar smokers. There is also a higher likelihood to smoke cigars in the $40,000 to $49,999 income bracket. Perhaps these could be the skilled craftsmen mentioned earlier. Finally, people with household incomes under $10,000 are substantially more likely than the overall population to smoke cigars. This group could be made up of lower-earning young people, who are much more likely than their elders to smoke cigars.

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Table 6–6:
U.S. Adult Use of Cigars: By Household Income, 1996

Household Income	% of U.S. Adults	% of Users	Index of Selectivity
$100,000 or more	8.4% (1)	9.9% (2)	119 (3)
$75,000 to $99,999	9.0	10.1	112
$60,000 to $74,999	10.2	13.3	130
$50,000 to $59,999	9.1	7.3	80
$40,000 to $49,999	11.3	12.7	113
$30,000 to $39,999	13.4	13.4	100
$20,000 to $29,999	14.6	13.8	95
$10,000 to $19,999	14.7	9.2	63
Under $10,000	9.3	10.4	111

Notes: (1) Read as follows: 8.4% of U.S. adults have a household income of $100,000 or more.
(2) Read as follows: 9.9% of U.S. cigar smokers have a household income of $100,000 or more.
(3) Read as follows: Adults with a household income of $100,000 or more are 19% more likely than the average U.S. adult to smoke a cigar.

Source: Simmons Market Research Bureau.
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A Diverse Group of Cigar Smokers

A key conclusion that can be drawn from the Simmons survey is that cigar smokers are more socioeconomically diverse than the upscale image recently portrayed in the media. In fact, two-thirds of cigar smokers have household incomes of below $60,000. Furthermore, professional and managerial types make up only about 15% of cigar smokers.

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USE BY PRODUCT TYPE

Use of Cigars by Type

As shown in Table 6–7, large cigars are the most widely used type of cigar, with about 3.5 million U.S. adults (1.8% of the total) reporting their use. Some 2.6 million adults (1.4%) use little cigars, while only about 600,000 (0.3%) reported using cigarillos. Since these figures total well over the 5.4 million total cigar smokers noted earlier, it is obvious that a goodly number of smokers use more than one type product.

Table 6–7:
U.S. Adult Use of Cigars: By Product Type, 1996

Type	% of U.S. Adults Using	Thousands of Users
Cigars (regular size)	1.8%	3,500
Small cigars	1.4	2,600
Cigarillos	0.3	600
Total users	**2.8%**	**5,400**

Note: Cigar users may use more than one type of cigar.

Sources: Simmons Market Research Bureau.
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Consumer Profiles by Cigar Type

Because only a relatively small fraction of the population uses cigars, it is difficult to make reliable observations about the demographics of users by cigar type. This statement is particularly true of cigarillos, with only 600,000 users in all. However, the Simmons data do indicate a few notable differences among users of the different types of cigars.

As a result of the small sample size, the Simmons survey results by cigar type are often not statistically reliable. While Packaged Facts has endeavored to use the

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Simmons numbers conservatively, report users should bear the small sample size in mind when interpreting the demographic observations in this section, as summarized in Table 6–8.

Table 6–8:
Demographic Characteristics Favoring† Purchase of Cigars: By Product Type, 1996

Factor	Large Cigars	Cigarillos	Little Cigars
Gender	Male	Male	Male
Age	18–34 (1)	25–54	18–49
Education	Attended college; college grad	**	HS grad
Employment	Employed	**	Employed
Occupation	Mgr; skilled craft	**	Skilled craft
Family status	Single	Not married	Single
Region	West	**	Northeast; West
Locality	NS	Non-metro	Non-metro
Race	NS	**	NS
Household Income (000)	$30+	$30+	$20–30
Household size	NS	**	3 or 4
Children in household (age)	2–5; 12–17	**	12–17

Notes: † Notable tendency to use, based on a scientific sampling of U.S. adults.
NS Not a significant predictor of tendency to use.
**Number of cases too small to make reliable projections.
(1) Read as follows: Adults 18–34 years of age are more likely than the average adult to smoke large cigars.

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Cigar Type by Socioeconomic Status

One factor that appears to influence the type of cigar smoked is socioeconomic status. The Simmons results paint an upscale portrait of smokers of large cigars, while

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users of little cigars have a more middle-class to downscale profile. Following are specific observations on the survey data.

Occupation

The Simmons data indicate that skilled craftsmen are much more likely than the overall population—perhaps as much as three times as likely—to use small cigars. Managerial/administrative types, on the other hand, seem to favor large cigars.

Education

With respect to education, high school graduates are 25% more likely than the overall sample group to use little cigars. Those who have gone on to a higher education, on the other hand, are notably more likely to use large cigars.

Income

In terms of income, likely users of large cigars and cigarillos have a household income of at least $30,000. The most likely users of little cigars, by contrast, are those in the $20,000 to $29,999 household income bracket.

Cigar Type by Age

Another relevant factor is age. Smokers of large cigars tend to be the youngest. Little cigars have a slightly older group of likely users, and cigarillos have the oldest likely user group of all.

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THE PREMIUM CIGAR SMOKER

Premium Cigar Smokers: One Million Strong and Counting

According to the trade journal *Tobacco International*, there are about one million premium cigar smokers in the United States, and their number appears to be growing. If this estimate is correct, roughly one out of every six cigar users is a premium cigar smoker.

While premium cigar smokers represent a minority of cigar users, their demographics and purchasing habits are of particular interest to luxury goods marketers and restaurateurs. The rationale is that anyone willing to spend up to $30 on a single cigar probably has plenty of disposable income to spend on other goods and services.

The *Cigar Aficionado* Magazine Readership Survey

In June 1995, the magazine *Cigar Aficionado* commissioned a detailed survey of its readership. *Cigar Aficionado* is a "lifestyle" magazine that caters exclusively to premium cigar smokers. Unlike the Simmons survey, the *Cigar Aficionado* survey is not projectable to the entire population of premium cigar smokers. However, given that several industry observers credit *Cigar Aficionado* with igniting the resurgence in the cigar industry, it is interesting and informative to examine the demographics and spending habits of the premium cigar smokers that constitute the magazine's readership.

An Upscale Profile

Not surprisingly, the *Cigar Aficionado* subscriber survey presents an upscale profile of premium cigar smokers. Respondents have a median income of $109,000 and an average income approaching $150,000. Nearly half of respondents reported that their net worth exceeds $500,000, and almost 10% reported a net worth of over $3 million.

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With respect to occupation, some 65% of the surveyed subscribers said that they work in managerial or professional occupations—well above the 15% of the overall group of cigar smokers that meet this description. Furthermore, 24% reported serving as CEO, CFO, or COO of their company. With regard to education, nearly four-fifths of respondents have graduated from college, as compared with only about one-fifth of all cigar smokers.

Premium Cigars Attracting Younger Smokers

The results of the *Cigar Aficionado* readership survey largely corroborate industry suspicions that younger smokers are driving growth in the premium cigar segment. More than half (54%) of the survey respondents were between the ages of 25 and 44. This finding is also consistent with the profile of the overall cigar user.

Spending Habits of the Premium Cigar Smoker

Premium cigar smokers participating in the *Cigar Aficionado* readership survey appear to spend generously on their pastime. As shown in Table 6–9, respondents spend an average of $35.50 per week on cigars, with an average price per cigar of $4.10. Some 41% reported spending at least $25.00 per week on cigars. Furthermore, these consumers seem willing to spend on accessories—about four in five said that they own a humidor.

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Table 6–9:
Spending and Smoking Habits of *Cigar Aficionado* Readers, 1995

Average years have been smoking	11
Average number of cigars smoked per week	8
Average usually spent on a cigar	$4.10
Average usually spent on cigars per week	$35.50
Percentage spending more than $25 per week on cigars	41%
Percentage who usually purchase cigars by the box	73%
Percentage who own a humidor	80%

Note: Participant group is not necessarily representative of all premium cigar smokers.

Source: *Cigar Aficionado* Subscriber Survey, 1995.
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Spending on Luxury Goods

Marketers of luxury goods suspect that premium cigar smokers would make an excellent target market, and with good reason. Subscribers to *Cigar Aficionado* seem to have a hankering for artwork, collectibles, fine jewelry, watches, crystal, and other expensive goodies, as shown in Figure 6–1. Again, *Cigar Aficionado* subscribers are probably more well-off than the overall premium cigar smoker group, but many luxury goods marketers see their spending habits and tastes influencing those below them.

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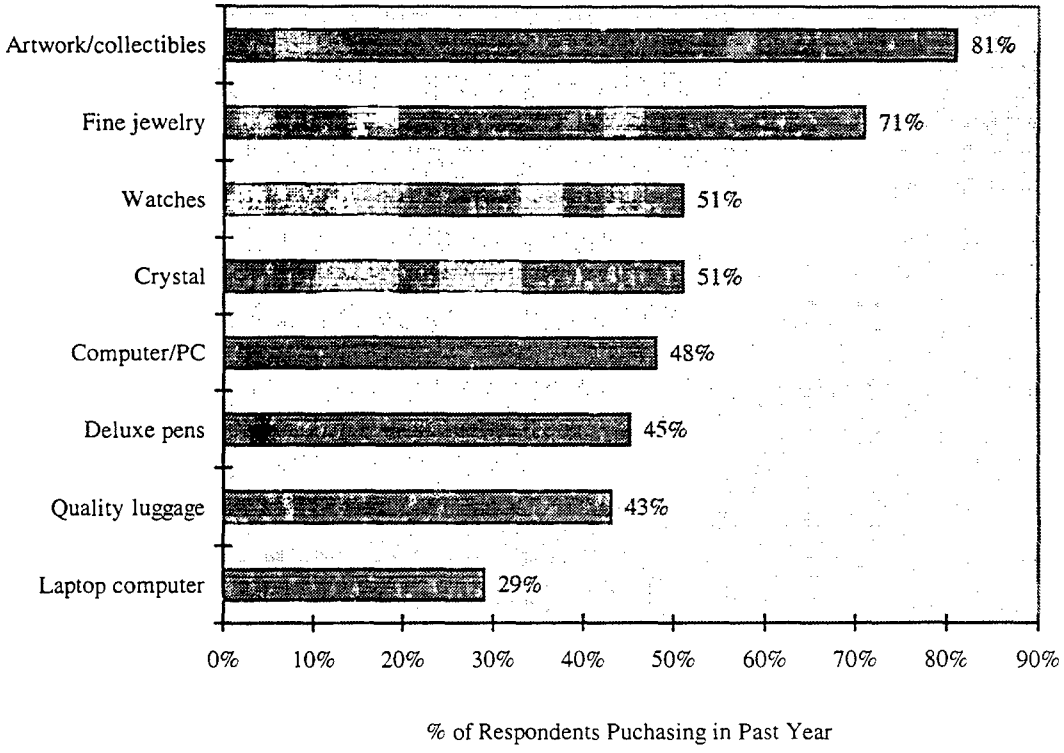
Figure 6–1:

Luxury Items Purchased by *Cigar Aficionado* Subscribers in Past Year, 1995



Note: Respondents were allowed to pick more than one answer.

Source: *Cigar Aficionado* Magazine Subscriber Survey, 1995.
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Automobile Ownership

About four out of five (82%) of the *Cigar Aficionado* survey respondents own or lease at least two automobiles, and about a third (37%) own or lease at least three. Two-thirds own an imported car. Over one-fifth (22%) reported having paid at least $40,000 for a car, and virtually all (93%) had paid at least $20,000. These figures evidence a high level of disposable income among this group of affluent premium cigar smokers.

Alcoholic Beverage Consumption

It has been widely observed that premium cigar smokers enjoy a glass of premium liquor with their stogies, and the *Cigar Aficionado* survey results support that observation. As shown in Figure 6–2, a vast majority of the respondents reported drinking wine, distilled spirits, and beer. Cognac/brandy and single-malt scotch are the most widely-consumed distilled spirits among this group of premium cigar smokers.

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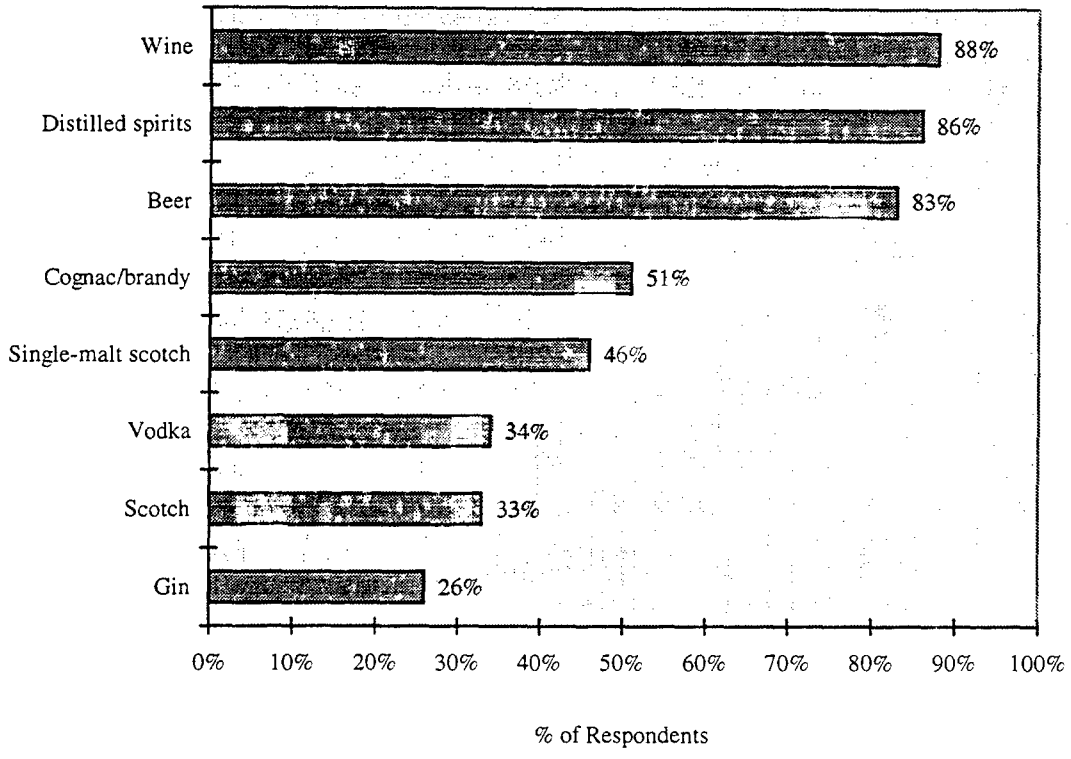
Figure 6–2:

Alcoholic Beverages Consumed by *Cigar Aficionado* Subscribers, 1995

(percent of survey respondents)



Note: Respondents were allowed to pick more than one answer.

Source: *Cigar Aficionado* Magazine Subscriber Survey, 1995.
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