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Winning the Havana Club brand, immediate goal of the Cuban government

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Cuba asked the United States on Monday, after restoring diplomatic relations, to repeal laws that impede to recognize Havana Club as Cuban rum brand.

The request was made by the Cuban diplomat Carlos Martin in Geneva before the Dispute Settlement Body (DSB) of the World Trade Organization (WTO), the Cuban agency Prensa Latina reported.

"Unjustified and unnecessarily, the United States has ignored the recommendations and rulings" which for 13 years are calling for the abolition or amendment of the Omnibus Appropriations Act of 1998.

The French company Pernod Ricard, associated with the state company CubaRon in the manufacture and marketing of the rum, appealed to the decision to deny registering the trademark Havana Club in the United States, now used by Bacardi in that market.

That mark was established in Cuba in 1878 by the Spanish Jose Arechabala and nationalized in 1960.