

HE-MAN™ AND THE MASTERS OF THE UNIVERSE™



Welcome to the family of licensees of Masters of the Universe. You have just joined He-Man as one of the Legal Guardians of the Masters of the Universe trademarks.

To guard and protect the good name of the Masters of the Universe figures. That's the oath that He-Man took. And so must all licensees. The only way to keep that sacred oath is to use the trademark correctly.

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Guarding the good name of the Masters of the Universe is important to all of us. Remember that all product artwork, advertising and other related materials must have final approval from the Filimation licensing department. They will be happy to answer whatever questions you may have.

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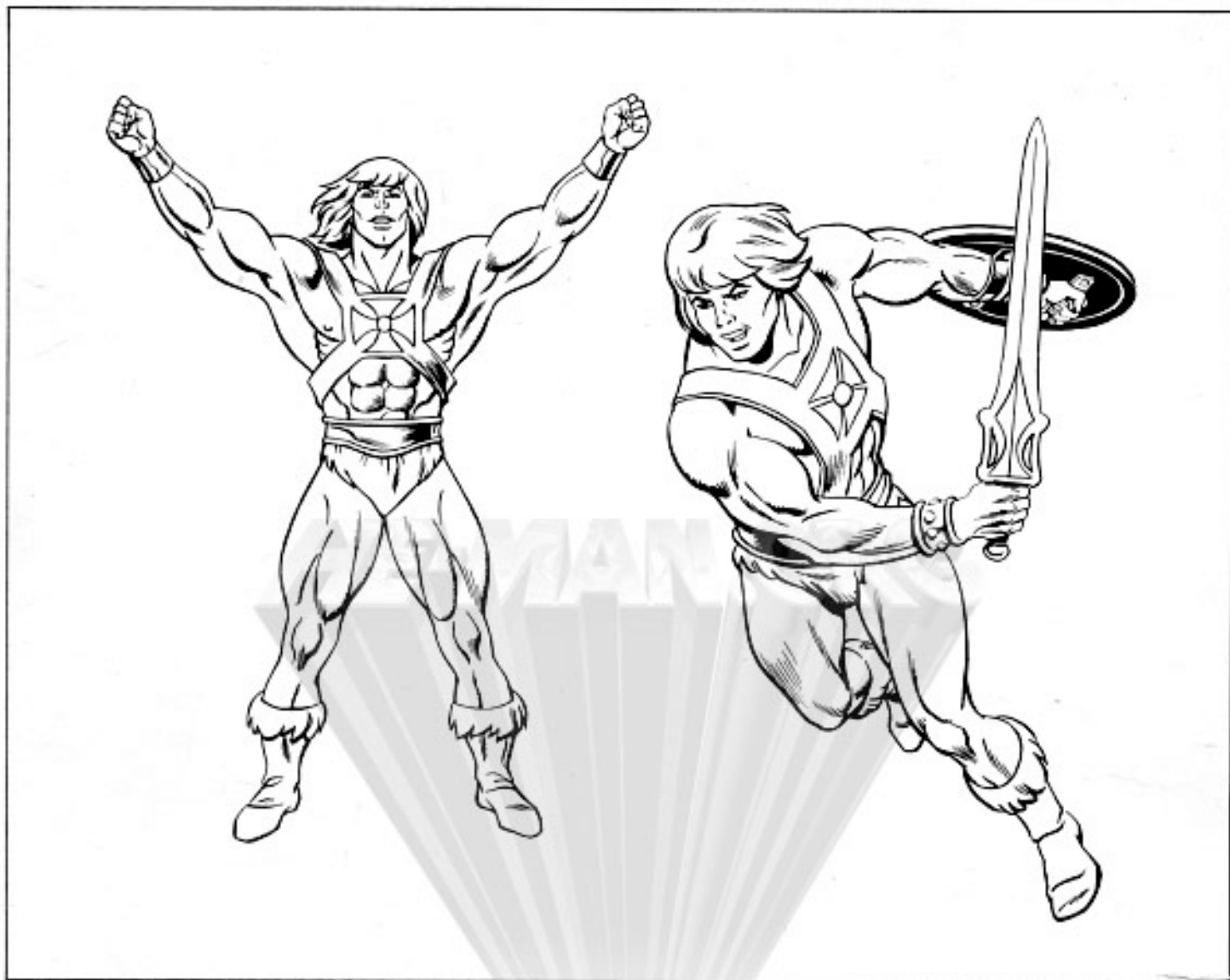


HE-MAN™

The most powerful man in the Universe. Protector of the weak, champion of the poor, and advocate of the oppressed, he uses his power to defend Eternia from any and all evil forces.

BATTLE CAT™

Cringer's alter ego. When Adam raises his sword and transforms into He-Man, Cringer can be changed into Battle Cat. Courageous and cunning, Battle Cat is the perfect companion and steed for He-Man.



HE-MAN™

The most powerful man in the Universe. With the strength of one hundred mortals, he is able to do anything from smashing a tunnel through a mountain to lifting Castle Grayskull™ itself! Protector of the weak, champion of the poor, and advocate of the oppressed, he uses his power to defend Eternia from any and all evil forces. He is the only human ever granted access to the secrets and treasures of Castle Grayskull.

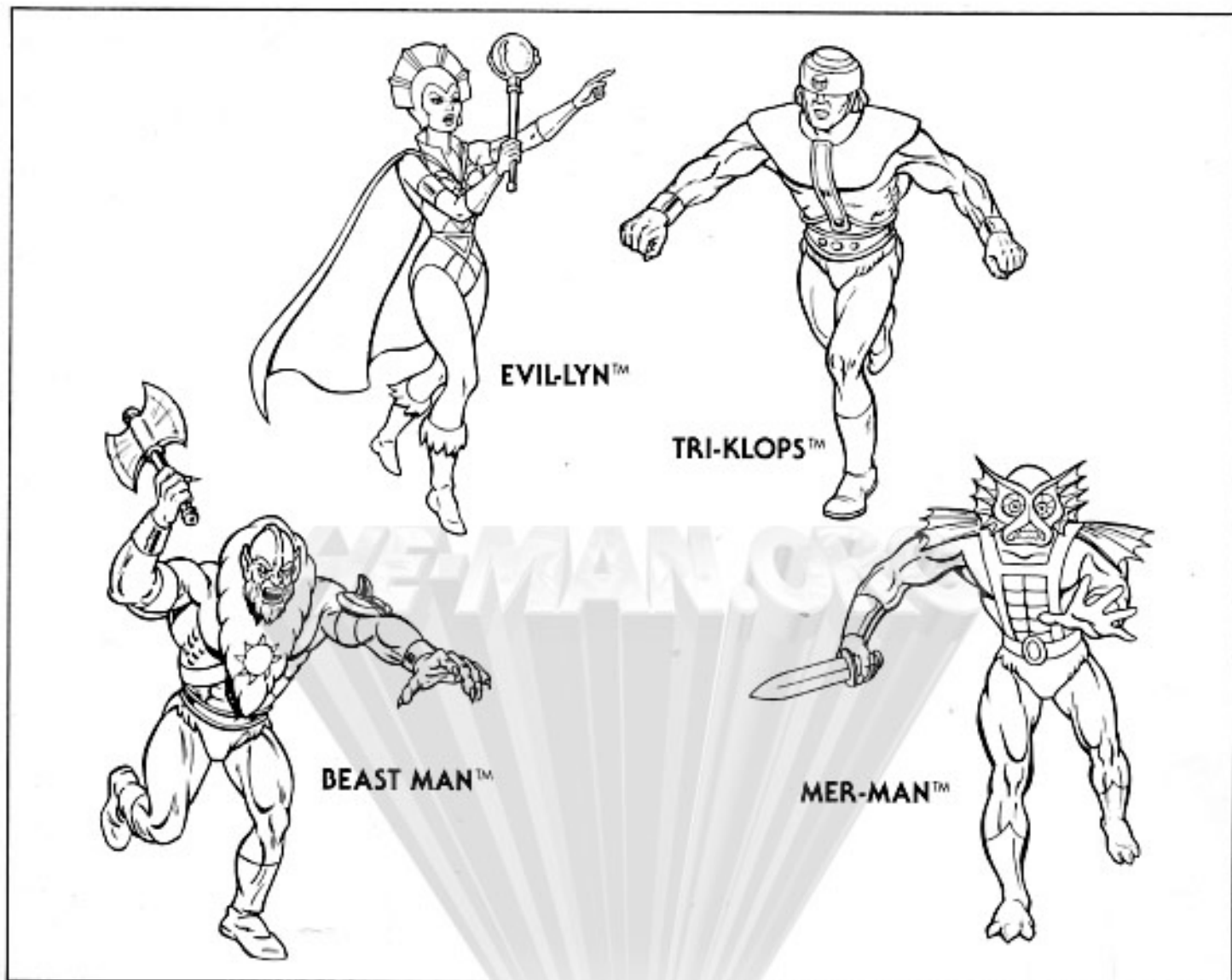
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BEAST MAN™

The warped and wily animal/man whose ability to control wild animals has served Skeletor well. Beast Man is untrustworthy and disloyal, two characteristics which Skeletor admires.

TRI-KLOPS™

One of Skeletor's many rogues. Tri-Klops is so named because of his three eyes which enable him to look in all directions at one time. Furthermore, each eye has a unique function: night vision, telescopic, and X-ray.

EVIL-LYN™

Evil-Lyn and her magic wand are two of Skeletor's most potent allies. Skeletor considers her his second in command but Evil-Lyn has other plans, and they do not include Skeletor!

MER-MAN™

An amphibious creature and self-styled ruler of the ocean's deep. Mer-Man is called upon whenever Skeletor's plans involve oceans, lakes or rivers.

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At every turn, He-Man must face evil doers in mighty one-on-one combat to protect and guard Eternia!

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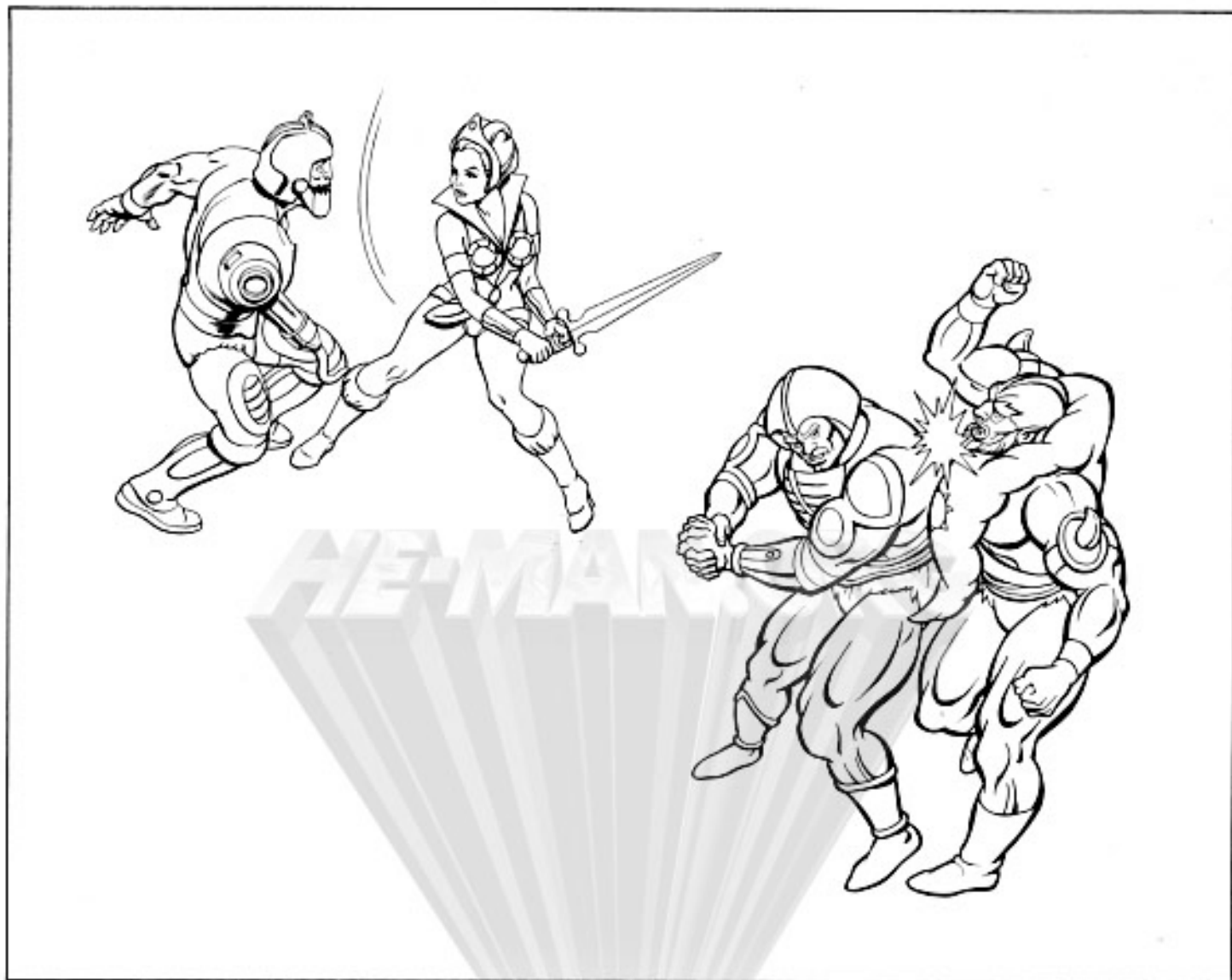
Skeletor, the most evil of them all, attacks without warning, ever seeking total conquest of the Eternian world!

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In their constant battle for justice, the good warriors of Eternia face never-ending encounters with their would-be conquerors.

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Orko™ loves nothing more than displaying his “magic” ability. And his tricks usually work—half way! But Orko is loved by one and all (even by Cringer and Man-At-Arms who are frequently the unwilling recipients of one of Orko’s “tricks gone wrong!”)

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