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### **Kung fu star Bruce Lee still profitable**

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SHUNDE, China (UPI) -- Bruce Lee, a Chinese-American martial arts star who died in 1973 at age 32, is worth millions in licensing fees, a business agent said.

The San Francisco-born Lee, an internationally known cult figure who preceded Jackie Chan and Chuck Norris, died of cerebral edema shortly before the release of his blockbuster, 'Enter the Dragon.'

China's national TV network, CCTV, is producing a 40-part documentary about Lee. His brother, Robert Lee, is also working on a movie.

'When you have someone like a Bruce Lee or a James Dean, someone who has a very strong name recognition, their myth and their legend seems to grow over the years and they can maintain a very consistent revenue source,' CMG Worldwide Chairman Mark Roesler said. CMG represents more than 300 dead celebrities for their heirs.

Wang Dechao, who works the cultural and sports authority in Shunde, China, convinced the government in 2002 to found a Bruce Lee museum there. Though Lee was born in California, he visited Shunde at age 5.

Wang hopes to move the museum to a theme park in time for the 2008 Summer Olympics in Beijing.

'I believe we will see another round of Bruce Lee fever,' Wang said.

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