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- (71) **Applicant:** STEPAN COMPANY [US/US]; 22 West Frontage Road, Northfield, Illinois 60093 (US).
- (72) **Inventors:** LUEBKE, Gary; 5701 N. Sheridan, Chicago, Illinois 60660 (US). RESCHAK, Keith; 609 N. Rohlwing Rd., Palatine, Illinois 60074 (US). LUKA, Renee; 1419 W. Touhy Ave., Park Ridge, Illinois 60068 (US). KALTENBACH, Jarrod; 9451 Harding Ave., Evanston, Illinois 60203 (US).
- (74) **Agent:** GALLAGHER, Priscilla F.; McAndrews, Held & Malloy, Ltd., 500 W. Madison, 34th Floor, Chicago, Illinois 60661 (US).

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(54) **Title:** TRISTYRYLPHENOL ALKOXYLATE SULFOSUCCINATES

(57) **Abstract:** Disclosed are the use of novel surfactants for the synthesis of emulsion polymer latexes, particularly those used in paints, coatings, and pressure sensitive adhesives. The surfactant compositions for emulsion polymer latexes comprise sterically bulky surfactants whose composition comprises at least one alkoxyated polyaryl substituted aromatic sulfosuccinate compound. The novel surfactants provide for the production of stable, small particle size distribution emulsion polymer latexes. The resulting latexes, when formulated into latex paint, impart improvements in water resistance as measured by film opacity, blister resistance and improved leveling characteristics, and when formulated into pressure sensitive adhesives, provide improved water resistance characteristics as measured by film opacity.



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