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Silver et al.

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[54] **REMOVABLE PRESSURE-SENSITIVE ADHESIVE SHEET MATERIAL**

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Related U.S. Application Data

[63] Continuation-in-part of Ser. No. 257,240, May 26, 1972, abandoned.

[52] **U.S. Cl.** **428/355**; 427/207; 427/208; 428/500

[51] **Int. Cl.**[2] **C09J 7/04**

[58] **Field of Search** .... 117/122 P, 122 PF, 122 PA, 117/76 A, 68.5, 161 UT, 161 UZ; 260/29.3 R; 428/355, 500; 427/207, 208

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[57] **ABSTRACT**

A flexible self-sustaining backing is coated with a stable viscous copolymer latex formed from monomers of (1) major amounts of certain alkyl acrylates, (2) minor amounts of certain emulsifier monomers, and (3) if desired, minor amounts of zwitterionic monomers, and the water evaporated from the latex to leave a tacky and pressure-sensitive adhesive. When tape prepared in this way is applied to enameled or lacquered substrates, it can be removed without leaving an adhesive residue, even after extended exposure to heat and light. Other sheet materials (e.g., floor tile, carpeting, label stock, etc.) are similarly removable when provided with this adhesive.

10 Claims, No Drawings