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(71) Applicant (for all designated States except US):
CHEVRON ORONITE COMPANY LLC [US/US];
6001 Bollinger Canyon Road, San Ramon, California
94583 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **HOWES, Andrew J.** [US/US]; 2980 College Avenue, Suite 10, Berkeley, California 94705 (US). **CAMPBELL, Curtis Bay** [US/US]; 118 Montego Drive, Hercules, California 94547 (US). **THACH, Sophany** [US/US]; 1 Hermann Museum Circle Apt #2021, Houston, Texas 77004 (US).

(74) Agents: **JONES, Josetta I.** et al.; Chevron Corporation, Law Department, Post Office Box 6006, San Ramon, California 94583-0806 (US).

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(54) Title: A METHOD OF MAKING A SYNTHETIC ALKYLARYL SULFONATE

(57) Abstract: A process for preparing an alkylaryl sulfonate comprising (a) reacting at least one meta-xylene compound with olefin or a mixture of olefins having from about 10 to about 20 carbon atoms, in the presence of an acid catalyst, wherein the resulting product comprises no more than 40 weight percent of 1-alkyl- 2, 4 dimethylsubstituted aromatic compound and at least about 60 weight percent of 1-alkyl- 3, 5 dimethyl substituted aromatic compound; (b) sulfonating the product of (a); and (c) neutralizing the product of (b) with a source of alkali or alkaline earth metal or ammonia.



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