CLAIMS

1. An ultraviolet-curable acryl-based pressure-sensitive-adhesive composition for forming a pressure-sensitive-adhesive layer having a transmission b* value of 3.0 or less positioned between a cover glass or cover plastic and a polarizing film in an image display device,

the polarizing film being a single-sided protected polarizing film having a polarizer and a transparent protective film on one surface of the polarizer,

the pressure-sensitive-adhesive composition comprising a monomer component comprising an alkyl (meth)acrylate and hydroxyl group-containing monomer which is a monofunctional monomer component as a copolymerizable monomer other than the alkyl(meth)acrylate and/or a partially polymerized product made from the monomer component, an ultraviolet absorbent, and a photopolymerization initiator (A) having an absorption band at wavelengths of 400 nm or more, and

a proportion of the alkyl (meth)acrylate is 40% or more by weight of the whole of one or more monofunctional monomer component from which a (meth)acryl-based polymer is made, and a proportion of the hydroxyl-group-containing monomer is 30% or less by weight of the whole of the monofunctional monomer component, from which the

(meth)acryl-based polymer is made, and

wherein the photopolymerization initiator (A) having an absorption band at wavelengths of 400 nm or more is present at an amount of 0.02 part by weight to an amount less than 0.2 part by weight for 100 parts by weight of the whole of the monofunctional monomer component, from which the (meth)acryl-based polymer is made.

2. The ultraviolet-curable acryl-based pressure-sensitive-adhesive composition according to claim 1, wherein the ultraviolet absorbent is at least one ultraviolet absorbent selected from the group consisting of triazine-based ultraviolet absorbent having, in a single molecule, two or less hydroxyl groups, and benzotriazole-based ultraviolet absorbent having, in a single molecule, one benzotriazole skeleton.

3. The ultraviolet-curable acryl-based pressure-sensitive-adhesive composition according to claim 1 or 2, wherein the photopolymerization initiator (A) is smaller in addition amount than the ultraviolet absorbent.

4. The ultraviolet-curable acryl-based pressure-sensitive-adhesive composition according to any one of claims 1 to 3, further comprising a photopolymerization

initiator (B) having an absorption band at wavelengths less than 400 nm.

5. An ultraviolet-curable acryl-based pressure-sensitive-adhesive layer, which is a pressure-sensitive-adhesive layer positioned between a cover glass or cover plastic, and a polarizing film in an image display device, and

which is formed by radiating an ultraviolet ray to the ultraviolet-curable acryl-based pressure-sensitive-adhesive composition according to any one of claims 1 to 4 to photopolymerize the monomer component in the ultraviolet-curable acryl-based pressure-sensitive-adhesive composition.

6. A pressure-sensitive-adhesive layer-attached polarizing film, comprising a polarizing film, and the ultraviolet-curable acryl-based pressure-sensitive-adhesive layer according to claim 5 provided on at least one surface of the polarizing film.

7. A method for producing ultraviolet-curable acryl-based pressure-sensitive adhesive layer formed from the ultraviolet-curable acryl-based pressure-sensitive-adhesive composition according to claim 4,

the method comprising:

the step of radiating a composition comprising a monomer component comprising an alkyl (meth)acrylate, and the photopolymerization initiator (B) to produce a partially polymerized product made from the monomer component;

the step of adding an ultraviolet absorbent, and a photopolymerization initiator (A) having an absorption band at wavelengths of 400 nm or more to the partially polymerized product made from the monomer component to produce an ultraviolet-curable acryl-based pressure-sensitive-adhesive composition; and

the step of applying the ultraviolet-curable acryl-based pressure-sensitive-adhesive composition to at least one surface of a substrate, and radiating an ultraviolet ray to the ultraviolet-curable acryl-based pressure-sensitive-adhesive composition.

8. An image display device, having at least a cover glass or cover plastic, and a polarizing film,

the display device having the ultraviolet-curable acryl-based pressure-sensitive-adhesive layer according to claim 5 positioned between the cover glass or cover plastic and the polarizing film.