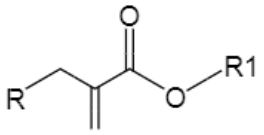
Claims:

1. A process for preparing an alpha-substituted acrylate, the process comprising:

a) combining starting materials comprising an alpha-(halomethyl) acrylate and an organozinc compound of the formula R_2Zn,

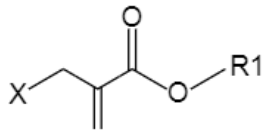
thereby forming a product comprising the alpha-substituted acrylate, wherein:

the alpha-substituted acrylate has the formula (I):



(I);

the alpha-(halomethyl) acrylate has the formula (II):



(II);

each R independently is a C1-C26 hydrocarbyl group or a polyolefinyl group;

each R1 independently is a C1-C30 hydrocarbyl group; and

X is a halogen.

2. The process of claim 1, wherein the starting materials of step a) further comprise a solvent.

3. The process of claim 2, wherein the solvent is a non-aromatic hydrocarbon solvent.

4. The process of any of the previous claims, wherein the process excludes any transmetallation step or reaction.

5. The process of any of the previous claims, wherein the starting materials of step a) further comprise an organocatalyst.

6. The process of any of the previous claims, wherein each R independently is a C1-C26 hydrocarbyl group.

7. The process of any of claims 1-5, where each R independently is a polyolefinyl group, which can be defined by the properties of R-H, wherein R-H has a number average molecular weight of greater than 365 g/mol.

8. The process of claim 7, wherein the polyolefinyl group is an ethylene-based polymeryl group.

9. The process of claim 8, wherein the polyolefinyl group is an ethylene homopolymeryl group comprising units derived from ethylene.

10. The process of claim 8, wherein the polyolefinyl group is an ethylene/alpha-olefin interpolymeryl gruop comprising units derived from ethylene and a C3-C30 alpha-olefin.