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.

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.