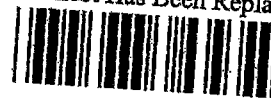


## ABSTRACT OF THE INVENTION

The present invention relates to acrylate-based, associative polymeric rheology modifier prepared by polymerization of a C<sub>1</sub>-C<sub>6</sub> alkyl ester of acrylic acid and/or a C<sub>1</sub>-C<sub>6</sub> alkyl ester of methacrylic acid, a monomer chosen from a vinyl-substituted heterocyclic compound containing at least one of a nitrogen or sulfur atom, (meth)acrylamide, a mono- or di- (C<sub>1</sub>-C<sub>4</sub>)alkylamino (C<sub>1</sub>-C<sub>4</sub>)alkyl (meth)acrylate, a mono or di-(C<sub>1</sub>-C<sub>4</sub>)alkylamino (C<sub>1</sub>-C<sub>4</sub>)alkyl (meth)acrylamide, and an associative monomer.

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