WHAT IS CLAIMED IS:

1. A process for preparing an overbased, sulfurized salt of at least one alkylated hydroxyaromatic compound, the process comprising:

(a) alkylating at least one hydroxyaromatic compound with at least one isomerized olefin having from ~~about~~ 15 to ~~about~~ 99 wt. % branching obtained by isomerizing at least one normal alpha olefin having from ~~about~~ 10 to ~~about~~ 40 carbon atoms, to provide at least one alkylated hydroxyaromatic compound;

(b) neutralizing and sulfurizing the alkylated hydroxyaromatic compound in any order to provide at least one neutralized, sulfurized alkylated hydroxyaromatic compound; and

(c) overbasing the at least one neutralized, sulfurized alkylated hydroxyaromatic compound.

2. The process according to Claim 1, comprising:

(a) alkylating at least one hydroxyaromatic compound with at least one isomerized olefin having from ~~about~~ 15 to ~~about~~ 99 wt. % branching obtained by isomerizing at least one normal alpha olefin having from ~~about~~ 10 to ~~about~~ 40 carbon atoms, to provide at least one alkylated hydroxyaromatic compound;

(b) simultaneously neutralizing and sulfurizing the resulting alkylated hydroxyaromatic compound with a mixture of a base and a source of sulfur to provide a sulfurized salt of the alkylated hydroxyaromatic compound; and

(c) overbasing the sulfurized salt of the alkylated hydroxyaromatic compound with an overbasing acid.

3. The process according to Claim 1, comprising:

(a) alkylating at least one hydroxyaromatic compound with at least one isomerized olefin having from ~~about~~ 15 to ~~about~~ 99 wt. % branching obtained by isomerizing at least one normal alpha olefin having from ~~about~~ 10 to ~~about~~ 40 carbon atoms, to provide at least one alkylated hydroxyaromatic compound;

(b) neutralizing the resulting alkylated hydroxyaromatic compound with a base to provide a salt of the alkylated hydroxyaromatic compound;

(c) sulfurizing the salt of the alkylated hydroxyaromatic compound with a source of sulfur to provide a sulfurized salt of the alkylated hydroxyaromatic compound; and

(d) overbasing the sulfurized salt of the alkylated hydroxyaromatic compound with an overbasing acid.

4. The process according to Claim 1, comprising:

(a) alkylating at least one hydroxyaromatic compound with at least one isomerized olefin having from ~~about~~ 15 to ~~about~~ 99 wt. % branching obtained by isomerizing at least one normal alpha olefin having from ~~about~~ 10 to ~~about~~ 40 carbon atoms, to provide at least one alkylated hydroxyaromatic compound;

(b) sulfurizing the alkylated hydroxyaromatic compound with a source of sulfur to provide a sulfurized alkylated hydroxyaromatic compound;

(c) neutralizing the resulting sulfurized alkylated hydroxyaromatic compound with a base to provide a sulfurized salt of the alkylated hydroxyaromatic compound; and

(d) overbasing the sulfurized salt of the alkylated hydroxyaromatic compound with an overbasing acid.

5. The process according to Claims ~~1–4~~1, 2, 3 or 4, wherein the isomerized olefin has from ~~about~~ 25 to ~~about~~ 99 wt. % branching.

6. The process according to Claims ~~1–4~~1, 2, 3 or 4, wherein the isomerized olefin has from ~~about~~ 30 to ~~about~~ 80 wt. % branching.

7. The process according to Claims ~~1–4~~1, 2, 3 or 4, wherein the hydroxyaromatic compound is phenol.

8. The process according to Claims ~~1–4~~1, 2, 3 or 4, wherein the base is a source of alkali metal or alkaline earth metal.

9. The process according to Claims ~~1–4~~1, 2, 3 or 4, wherein the overbasing acid is carbon dioxide.

10. An overbased, sulfurized salt of at least one alkylated hydroxyaromatic compound, wherein the alkyl substitutent of the hydroxyaromatic compound is a residue of at least one isomerized olefin having from ~~about~~ 15 to ~~about~~ 99 wt. % branching, the overbased, sulfurized salt of the at least one alkylated hydroxyaromatic compound being produced by the process according to any one of Claims ~~1–9~~1 to 9.

11. An additive concentrate comprising a diluent and at least one of the overbased, sulfurized salt of at least one alkylated hydroxyaromatic compound according to Claim 10, wherein the additive concentrate has a total base number (TBN) of from ~~about~~ 80 to ~~about~~ 450.

12. A lubricating oil composition comprising (a) a major amount of an oil of lubricating viscosity and (b) at least one of the overbased, sulfurized salt of at least one alkylated hydroxyaromatic compound according to Claim 10.

13. The lubricating oil composition according to Claim ~~11~~12, wherein the overbased, sulfurized salt is present in an amount of ~~about~~ 0.1 wt. % to ~~about~~ 20 wt. %, based on the total weight of the composition.

14. The lubricating oil composition according to Claim ~~11~~12, further comprising at least one additive selected from the group consisting of an antioxidant, anti-wear agent, detergent, rust inhibitor, dehazing agent, demulsifying agent, metal deactivating agent, friction modifier, pour point depressant, antifoaming agent, co-solvent, package compatibiliser, corrosion-inhibitor, ashless dispersant, dye, extreme pressure agent and mixtures thereof.

15. A method for lubricating an engine comprising operating the engine with the lubricating oil composition according to any one of Claims ~~11-14~~12, 13 or 14.