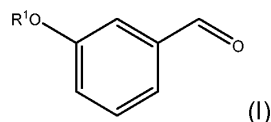


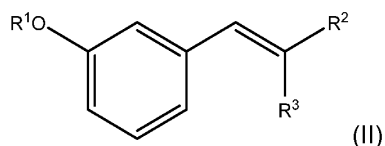
Claims

1. The use as fragrance of a compound of formula (I)



5 wherein R¹ is selected from linear or branched C₃-, C₄- and C₅- alkyl and C₃-, C₄- and C₅- alkenyl.

2. The use as fragrance of a compound according to claim 1, obtained by spontaneous air oxidation of a compound of formula (II)



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wherein

R¹ selected from linear or branched C₃-, C₄- and C₅- alkyl and C₃-, C₄- and C₅- alkenyl;

R² is selected from the group consisting of

C₄ – C₁₄ alkyl; C₄ – C₁₄ alkyl substituted with one –OH group and/or up to two ether;

15 C₄ – C₁₄ alkenyl; C₄ – C₁₄ alkenyl substituted with one –OH group or an ether group;

C₅ – C₆ cycloalkyl; C₅ – C₈ cycloalkyl substituted with 1, 2, or 3 groups selected from

C₁ – C₆ alkyl and C₂ – C₄ alkylidene;

C₅ – C₈ cycloalkenyl; C₅- C₈ cycloalkenyl wherein the cycloalkenyl-ring is substituted with 1, 2, or 3 groups selected from C₁ – C₄ alkyl, C₂ – C₄ alkylidene, and C₃-C₅

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cycloalkyl;

(C₁ – C₃)alkyl(C₅ – C₆)cycloalkyl wherein the cycloalkyl-ring is optionally substituted with one group selected from –OH group and =O group, and/or one or two ether group(s), and/or up to four C₁-C₅ alkyl groups;

(C₁ – C₄)alkyl(C₅ – C₆)cycloalkenyl wherein the cycloalkenyl-ring is optionally

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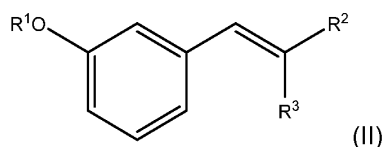
substituted with one –OH group, and/or one or two ether group(s), and/or up to four C₁-C₅ alkyl groups;

(C₂ – C₃)alkenyl(C₅ – C₆)cycloalkenyl wherein the cycloalkenyl-ring is optionally

substituted with one –OH group, and/or one or two ether group(s), and/or up to four C₁-C₅ alkyl groups;

- $C_6 - C_{14}$ aryl; $C_6 - C_{14}$ aryl wherein the aryl ring is substituted with up to 3 groups selected from $C_1 - C_4$ alkyl, $-O - CH_2 - O -$, and $-OR^{11}$ wherein R^{11} is independently selected from hydrogen and $C_1 - C_4$ alkyl;
- 5 $(C_1 - C_4)alkyl(C_6 - C_{14})aryl$; $(C_1 - C_4)alkyl(C_6 - C_{14})aryl$ wherein the aryl-ring is substituted with up to 2 groups selected from $C_1 - C_4$ alkyl, $-O - CH_2 - O -$, and $-OR^{12}$ wherein R^{12} is independently selected from hydrogen and $C_1 - C_4$ alkyl;
- $(C_2 - C_8)alkenyl(C_6 - C_{14})aryl$; $(C_2 - C_8)alkenyl(C_6 - C_{14})aryl$ wherein the aryl-ring is substituted with up to 2 groups selected from $C_1 - C_4$ alkyl, $-O - CH_2 - O -$, and $-OR^{13}$ wherein R^{13} is independently selected from hydrogen and $C_1 - C_4$ alkyl;
- 10 bi-, tri, or tetracyclic hydrocarbon ring comprising $C_8 - C_{12}$ carbon atoms optionally substituted with up to 6 groups selected from $C_1 - C_4$ alkyl, $-O - CH_2 - O -$, and $-OR^{14}$ wherein R^{14} is independently selected from hydrogen and $C_1 - C_4$ alkyl;
- and
- 15 R^3 is selected from hydrogen, $C_1 - C_5$ alkyl, and $C_2 - C_5$ alkenyl.

3. Compounds of formula (II)



wherein

- 20 R^1 selected from linear or branched $C_3 -$, $C_4 -$ and $C_5 -$ alkyl and $C_3 -$, $C_4 -$ and $C_5 -$ alkenyl; R^2 is selected from the group consisting of
- $C_4 - C_{14}$ alkyl; $C_4 - C_{14}$ alkyl substituted with one $-OH$ group and/or up to two ether;
- $C_4 - C_{14}$ alkenyl; $C_4 - C_{14}$ alkenyl substituted with one $-OH$ group or an ether group;
- 25 $C_5 - C_6$ cycloalkyl; $C_5 - C_8$ cycloalkyl substituted with 1, 2, or 3 groups selected from $C_1 - C_6$ alkyl and $C_2 - C_4$ alkylidene;
- $C_5 - C_8$ cycloalkenyl; $C_5 - C_8$ cycloalkenyl wherein the cycloalkenyl-ring is substituted with 1, 2, or 3 groups selected from $C_1 - C_4$ alkyl, $C_2 - C_4$ alkylidene, and $C_3 - C_5$ cycloalkyl;
- 30 $(C_1 - C_3)alkyl(C_5 - C_6)cycloalkyl$ wherein the cycloalkyl-ring is optionally substituted with one group selected from $-OH$ group and $=O$ group, and/or one or two ether group(s), and/or up to four $C_1 - C_5$ alkyl groups;

- (C₁ – C₄)alkyl(C₅ – C₆)cycloalkenyl wherein the cycloalkenyl-ring is optionally substituted with one –OH group, and/or one or two ether group(s), and/or up to four C₁–C₅ alkyl groups;
- (C₂ – C₃)alkenyl(C₅ – C₆)cycloalkenyl wherein the cycloalkenyl-ring is optionally substituted with one –OH group, and/or one or two ether group(s), and/or up to four C₁–C₅ alkyl groups;
- C₆ – C₁₄ aryl; C₆ – C₁₄ aryl wherein the aryl ring is substituted with up to 3 groups selected from C₁ – C₄ alkyl, – O – CH₂ – O –, and –OR¹¹ wherein R¹¹ is independently selected from hydrogen and C₁ – C₄ alkyl;
- (C₁ – C₄)alkyl(C₆ – C₁₄)aryl; (C₁ – C₄)alkyl(C₆ – C₁₄)aryl wherein the aryl-ring is substituted with up to 2 groups selected from C₁ – C₄ alkyl, – O – CH₂ – O –, and – OR¹² wherein R¹² is independently selected from hydrogen and C₁ – C₄ alkyl;
- (C₂ – C₈)alkenyl(C₆ – C₁₄)aryl; (C₂ – C₈)alkenyl(C₆ – C₁₄)aryl wherein the aryl-ring is substituted with up to 2 groups selected from C₁ – C₄ alkyl, – O – CH₂ – O –, and – OR¹³ wherein R¹³ is independently selected from hydrogen and C₁ – C₄ alkyl;
- bi-, tri, or tetracyclic hydrocarbon ring comprising C₈ – C₁₂ carbon atoms optionally substituted with up to 6 groups selected from C₁ – C₄ alkyl, – O – CH₂ – O –, and –OR¹⁴ wherein R¹⁴ is independently selected from hydrogen and C₁ – C₄ alkyl;
- and
- R³ is selected from hydrogen, C₁ – C₅ alkyl, and C₂ – C₅ alkenyl.
4. A compound according to claim 3 selected from
- 1-butoxy-3-((1E,4Z)-hepta-1,4-dien-1-yl)benzene;
- 1-butoxy-3-((1E,7Z)-deca-1,7-dien-1-yl)benzene;
- 1-(4-(3-butoxyphenyl)but-3-en-1-yl)-4-isobutyl-2-methylbenzene;
- 1-(4-(3-butoxyphenyl)but-3-en-1-yl)-2-isobutyl-4-methylbenzene;
- 1-(sec-butoxy)-3-((1E,4Z)-hepta-1,4-dien-1-yl)benzene;
- 1-((1E,4Z)-hepta-1,4-dien-1-yl)-3-(pentyloxy)benzene;
- 1-((1E,4Z)-hepta-1,4-dien-1-yl)-3-((2-methylallyl)oxy)benzene;
- 1-((1E,4Z)-hepta-1,4-dien-1-yl)-3-isopropoxybenzene;
- 1-butoxy-3-(4-(4-(tert-butyl)phenyl)but-1-en-1-yl)benzene;
- 1-butoxy-3-(4-(4-(tert-butyl)phenyl)-3-methylbut-1-en-1-yl)benzene;
- 1-butoxy-3-(4-(3-isopropylphenyl)pent-1-en-1-yl)benzene;
- 11-(3-butoxyphenyl)-2,6-dimethylundeca-6,10-dien-2-ol;

1-butoxy-3-(3-methyldodec-1-en-1-yl)benzene;
5-(4-(3-butoxyphenyl)-2-methylbut-3-en-1-yl)benzo[d][1,3]dioxole;
1-butoxy-3-(tetradeca-1,3-dien-1-yl)benzene;
1-butoxy-3-(3-phenylprop-1-en-1-yl)benzene;
5 1-butoxy-3-((5E)-undeca-1,5-dien-1-yl)benzene;
5-(5-(3-butoxyphenyl)pent-4-en-1-ylidene)octahydro-1H-4,7-methanoindene;
1-butoxy-3-(4-(4-ethylphenyl)-3,3-dimethylbut-1-en-1-yl)benzene;
1-butoxy-3-(7-methoxy-3,7-dimethylnon-1-en-1-yl)benzene; and
1-butoxy-3-(4-(4-isobutylphenyl)but-1-en-1-yl)benzene.

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5. A method of fragancing a consumer product, comprising the addition to a consumer product base a compound of formula (I) as defined in claim 1, or precursor thereof.

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6. A method according to claim 5, characterized in that the precursor of the compound of formula (I) is a compound of formula (II) as defined in claim 3.

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7. A method according to claim 5, characterized in that the compound of formula (I) is generated by spontaneous air oxidation of a compound of formula (II) as defined in claim 3 when exposed to oxygen.

8. A consumer product comprising a compound of formula (I) as defined in claim 1, or a precursor thereof, preferably a compound of formula (II) as defined in claim 2 or claim 3, and a consumer product base.

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9. A consumer product according to claim 8 wherein the consumer product is selected from home care products, personal care products and cleaning products.