

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
26 May 2011 (26.05.2011)

(10) International Publication Number
WO 2011/062988 A2

(51) International Patent Classification:

C07C 303/06 (2006.01) **C09K 8/584** (2006.01)
C07C 309/31 (2006.01)

(21) International Application Number:

PCT/US2010/057035

(22) International Filing Date:

17 November 2010 (17.11.2010)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

12/622,220 19 November 2009 (19.11.2009) US

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(81) Designated States (unless otherwise indicated, for every

kind of national protection available): AE, AG, AL, AM,

AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ,
CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO,
DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT,
HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP,
KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD,
ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI,
NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD,
SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR,
TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every

kind of regional protection available): ARIPO (BW, GH,
GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG,
ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ,
TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK,
EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU,
LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK,
SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
GW, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted
a patent (Rule 4.17(ii))

— as to the applicant's entitlement to claim the priority of
the earlier application (Rule 4.17(iii))

Published:

— without international search report and to be republished
upon receipt of that report (Rule 48.2(g))

(54) Title: A METHOD OF MAKING A SYNTHETIC ALKYLARYL SULFONATE

(57) Abstract: A process for preparing an alkylaryl sulfonate comprising (a) reacting at least one meta-xylene compound with olefin or a mixture of olefins having from about 10 to about 20 carbon atoms, in the presence of an acid catalyst, wherein the resulting product comprises no more than 40 weight percent of 1-alkyl- 2, 4 dimethylsubstituted aromatic compound and at least about 60 weight percent of 1-alkyl- 3, 5 dimethyl substituted aromatic compound; (b) sulfonating the product of (a); and (c) neu-
tralizing the product of (b) with a source of alkali or alkaline earth metal or ammonia.



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