Monsanto
SPECIALTY MODIFIERS

the SPECIALIST

NEW IDEAS FOR THE CREATIVE SALESMAN

TO: Paul G. Benignus
General Offices

DATE: October 31, 1968

SUBJECT: AROCLOR 5442/5460
NATIONAL STARCH PATENT

Many of you have heard of the existence of U. S. Patent 3,282,881 (November 1, 1966) issued to National Starch and Chemical Corporation, New York.

A copy of this patent is attached. The patent covers hot-melt adhesive compositions made with ethylene vinyl acetate (EVA) copolymers and chlorinated terphenyl resin containing 42% to 60% chlorine. These chlorinated terphenyls correspond to Aroclor 5442 and 5460 in Monsanto's range.

National Starch tried to enforce its patent position on several competitors in the adhesives industry. These customers approached Monsanto for advice.

Monsanto entered into negotiations with National Starch. We are happy to report that a very satisfactory and amicable agreement has been reached. Monsanto has acquired all rights to U. S. Patent 3,282,881.

We, therefore, look forward to the extra sales so necessary to pay for the costs of acquiring this patent.

When you are discussing Aroclors for hot melt adhesives with your customers, you should ask what heating system they use or propose to use for blending the hot-melt formulations.

Monsanto's Therminols are excellent products for any such heating system. All enquiries and possible contacts should be passed on to the appropriate Monsanto Functional Fluids salesman who will follow up on all Therminol potentials.

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