

[54] LABEL ADHESIVE

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Related U.S. Application Data

[63] Continuation of Ser. No. 15,531, Feb. 23, 1979, abandoned.

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[57] **ABSTRACT**

A label adhesive composition having the necessary balance of holding power, bleed and die cuttability comprises 40 to 70 parts of a linear or radial ABA-type monoalkenyl arene/conjugated diene block copolymer, 60 to 30 parts of an AB two-block copolymer, 20 to 300 parts of a tackifying resin and 0 to 100 parts of a rubber compounding oil.

**8 Claims, No Sheets Drawing,
9 Pages Specification**

The file of this unexamined application may be inspected and copies thereof may be purchased (849 O.G. 1221, Apr. 9, 1968).