4. A composition as defined in claim 3 wherein the tackifying resin is fumarized or maleinized in a ratio of 2.6 to 13 mole % based on the rosin.

5. A composition as defined in claim 1 where in the ester serving as the tackifying resin is an ester of polyhydric alcohol.

6. A composition as defined in claim 5 wherein the polyhydric alcohol is glycerin or pentaerythritol.

7. A composition as defined in claim 1 wherein the tackifying resin has a softening point of 110° to 140° C.

8. A composition as defined in claim 7 wherein the tackifying resin has a softening point of 115° to 135° C.

9. A composition as defined in claim 1 wherein the tackifying resin has a molecular weight of about 1000 to about 1800 and an acid value of up to about 20.

10. A composition as defined in claim 1 wherein the ratio of the block rubber, tackifying resin and plasticizer by weight is 100:70–150:40–120.

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