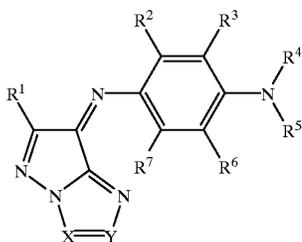


one substituent selected from an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, $-\text{OR}^{81}$, $-\text{SR}^{82}$, $-\text{CO}_2\text{R}^{83}$, $-\text{OCOR}^{84}$, $-\text{NR}^{85}\text{R}^{86}$, $-\text{CONR}^{87}\text{R}^{88}$, $-\text{SO}_2\text{R}^{89}$, $-\text{SO}_2\text{NR}^{90}\text{R}^{91}$, $-\text{NR}^{92}\text{CONR}^{93}\text{R}^{94}$, $-\text{NR}^{95}\text{CO}_2\text{R}^{96}$, $-\text{COR}^{97}$, $-\text{NR}^{98}\text{COR}^{99}$, and $-\text{NR}^{100}\text{SO}_2\text{R}^{101}$; the substituent(s) may further have one or more substituents; the nitrogen-containing heterocycle may be combined with another ring to form a condensed ring; and R^{81} , R^{82} , R^{83} , R^{84} , R^{85} , R^{86} , R^{87} , R^{88} , R^{89} , R^{90} , R^{91} , R^{92} , R^{93} , R^{94} , R^{95} , R^{96} , R^{97} , R^{98} , R^{99} , R^{100} and R^{101} each independently represents a hydrogen atom, an aliphatic group or an aromatic group.

3. The ink for ink-jet according to claim 1, wherein the oil soluble dye is represented by the following formula (II):

Formula (II)



wherein R^1 represents a hydrogen atom, an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, $-\text{OR}^{11}$, $-\text{SR}^{12}$, $-\text{CO}_2\text{R}^{13}$, $-\text{OCOR}^{14}$, $-\text{NR}^{15}\text{R}^{16}$, $-\text{CONR}^{17}\text{R}^{18}$, $-\text{SO}_2\text{R}^{19}$, $-\text{SO}_2\text{NR}^{20}\text{R}^{21}$, $-\text{NR}^{22}\text{CONR}^{23}\text{R}^{24}$, $-\text{NR}^{25}\text{CO}_2\text{R}^{26}$, $-\text{COR}^{27}$, $-\text{NR}^{28}\text{COR}^{29}$, or $-\text{NR}^{30}\text{SO}_2\text{R}^{31}$; R^{11} , R^{12} , R^{13} , R^{14} , R^{15} , R^{16} , R^{17} , R^{18} , R^{19} , R^{20} , R^{21} , R^{22} , R^{23} , R^{24} , R^{25} , R^{26} , R^{27} , R^{28} , R^{29} , R^{30} and R^{31} each independently represents a hydrogen atom, an aliphatic group, or an aromatic group;

R^2 , R^3 , R^6 and R^7 each independently represents a hydrogen atom, a halogen atom, an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, $-\text{OR}^{31}$, $-\text{SR}^{32}$, $-\text{CO}_2\text{R}^{33}$, $-\text{OCOR}^{34}$, $-\text{NR}^{35}\text{R}^{36}$, $-\text{CONR}^{37}\text{R}^{38}$, $-\text{SO}_2\text{R}^{39}$, $-\text{SO}_2\text{NR}^{40}\text{R}^{41}$, $-\text{NR}^{42}\text{CONR}^{43}\text{R}^{44}$, $-\text{NR}^{45}\text{CO}_2\text{R}^{46}$, $-\text{COR}^{47}$, $-\text{NR}^{48}\text{COR}^{49}$ or $-\text{NR}^{50}\text{SO}_2\text{R}^{51}$; R^{31} , R^{32} , R^{33} , R^{34} , R^{35} , R^{36} , R^{37} , R^{38} , R^{39} , R^{40} , R^{41} , R^{42} , R^{43} , R^{44} , R^{45} , R^{46} , R^{47} , R^{48} , R^{49} and R^{51} each independently represents a hydrogen atom, an aliphatic group or an aromatic group;

R^4 and R^5 each independently represents a hydrogen atom, an aliphatic group, an aromatic group, or a heterocyclic group; and

X and Y each represents $-\text{C}(\text{R}^8)=$ or $-\text{N}=\text{R}^8$ is a hydrogen atom, an aliphatic group or an aromatic group; either one of X and Y necessarily represents $-\text{N}=\text{R}^8$, and X and Y do not represent $-\text{N}=\text{R}^8$ at the same time.

4. The ink for ink-jet according to claim 3, wherein X represents $-\text{N}=\text{R}^8$, and Y represents $-\text{C}(\text{R}^8)=$.

5. The ink for ink-jet according to claim 1, wherein in the coloring particulates, the oil soluble dye dispersed in the oil soluble polymer.

6. The ink for ink-jet according to claim 1, wherein the coloring particulates are obtained by emulsifying and mak-

ing into fine particles an organic solvent which includes the oil soluble polymer and the oil soluble dye, by one of adding water to the organic solvent, and adding the organic solvent into water.

7. The ink for ink-jet according to claim 1, wherein the oil soluble polymer is a vinyl polymer.

8. The ink for ink-jet according to claim 7, wherein the vinyl polymer has at least one of a carboxyl groups and a sulfonic acid groups as an ionic groups.

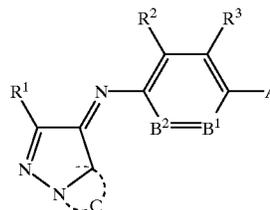
9. The ink for ink-jet according to claim 8, wherein the ionic group of the vinyl polymer is a carboxyl group.

10. The ink for ink-jet according to claim 7, wherein the vinyl polymer has ionic groups in an amount of from 0.1 to 3.0 mmol/g.

11. An ink for ink-jet comprising:

a coloring composition containing coloring particulates dispersed in a water based medium, the coloring particulates containing an oil soluble dye represented by the following formula (I) and a vinyl polymer having at least one of carboxyl groups and sulfonic acid groups as ionic groups:

Formula (I)



wherein R represents a hydrogen atom, an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, $-\text{OR}^{11}$, $-\text{SR}^{12}$, $-\text{CO}_2\text{R}^{13}$, $-\text{OCOR}^{14}$, $-\text{NR}^{15}\text{R}^{16}$, $-\text{CONR}^{17}\text{R}^{18}$, $-\text{SO}_2\text{R}^{19}$, $-\text{SO}_2\text{NR}^{20}\text{R}^{21}$, $-\text{NR}^{22}\text{CONR}^{23}\text{R}^{24}$, $-\text{NR}^{25}\text{CO}_2\text{R}^{26}$, $-\text{COR}^{27}$, $-\text{NR}^{28}\text{COR}^{29}$, or $-\text{NR}^{30}\text{SO}_2\text{R}^{31}$; and R^{11} , R^{12} , R^{13} , R^{14} , R^{15} , R^{16} , R^{17} , R^{18} , R^{19} , R^{20} , R^{21} , R^{22} , R^{23} , R^{24} , R^{25} , R^{26} , R^{27} , R^{28} , R^{29} , R^{30} and R^{31} each independently represents a hydrogen atom, an aliphatic group, or an aromatic group;

A represents $-\text{NR}^{45}$ or a hydroxyl group; R^4 and R^5 each independently represents a hydrogen atom, an aliphatic group, an aromatic group or a heterocyclic group; B^1 represents $=\text{C}(\text{R}^6)-$ or $=\text{N}-$; B^2 represents $-\text{C}(\text{R}^7)=$ or $-\text{N}=\text{R}^7$; R^2 , R^3 , R^6 and R^7 each independently represents a hydrogen atom, a halogen atom, an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, $-\text{OR}^{51}$, $-\text{SR}^{52}$, $-\text{CO}_2\text{R}^{53}$, $-\text{OCOR}^{54}$, $-\text{NR}^{55}\text{R}^{56}$, $-\text{CONR}^{57}\text{R}^{58}$, $-\text{SO}_2\text{R}^{59}$, $-\text{SO}_2\text{NR}^{60}\text{R}^{61}$, $-\text{NR}^{62}\text{CONR}^{63}\text{R}^{64}$, $-\text{NR}^{65}\text{CO}_2\text{R}^{66}$, $-\text{COR}^{67}$, $-\text{NR}^{68}\text{COR}^{69}$ or $-\text{NR}^{70}\text{SO}_2\text{R}^{71}$; R^{51} , R^{52} , R^{53} , R^{54} , R^{55} , R^{56} , R^{57} , R^{58} , R^{59} , R^{60} , R^{61} , R^{62} , R^{63} , R^{64} , R^{65} , R^{66} , R^{67} , R^{68} , R^{69} , R^{70} and R^{71} each independently represents a hydrogen atom, an aliphatic group or an aromatic group; R^2 and R^3 , R^3 and R^4 , R^4 and R^5 , R^5 and R^6 , or R^6 , and R^7 may be bonded to each other to form a ring;