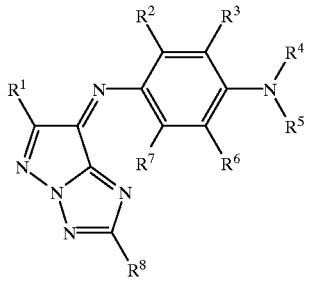
aromatic group, a heterocyclic group, a cyano group, —OR^{81},—SR^{82},—CO_2R^{83},—$OCOR^{84}$,—$NR^{85}R^{86}$,—$CONR^{87}R^{88}$,—SO_2R^{89},$SO_2NR^{90}R^{91}$,—$NR^{92}CONR^{93}R^{94}$,—$NR^{95}CO_2R^{96}$,—COR^{97},—$NR^{98}COR^{99}$, and —$NR^{100}SO_2R^{101}$; the substituent(s) may further have 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.

17. A coloring composition comprising:

coloring particulates containing an oil soluble dye represented by the following formula (III) and an oil soluble polymer, said coloring particulates being dispersed in an aqueous medium:

Formula (III)



wherein R^1 represents a hydrogen atom, an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, —OR^{11},—SR^{12},—CO_2R^{13},—$OCOR^{14}$,—$NR^{15}R^{16}$,—$CONR^{17}R^{18}$,—SO_2R^{19},—$SO_2NR^{20}R^{21}$,—$NR^{22}CONR^{23}R^{24}$,—$NR^{25}CO_2R^{26}$,—COR^{27},—$NR^{28}COR^{29}$, or —$NR^{30}SO_2R^{31}$; 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;

R^2,R^3,R^6 and R^7each independently represents a hydrogen atom, a halogen atom, an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, —OR^{51},—SR^{52},—CO_2R^{53},—$OCOR^{54}$,—$NR^{55}R^{56}$,—$CONR^{57}R^{58}$,—SO_2R^{59},$SO_2NR^{60}R^{61}$,—$NR^{62}CONR^{63}R^{64}$,—$NR^{65}CO_2R^{66}$,—COR^{67},—$NR^{68}COR^{69}$ or —$NR^{70}SO_2R^{71}$;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^4 and R^5 each independently represents a hydrogen atom, an aliphatic group, an aromatic group or a heterocyclic ring; and

R^8 represents a hydrogen atom, an aliphatic group or an aromatic group.

18. An ink-jet printing process comprising:

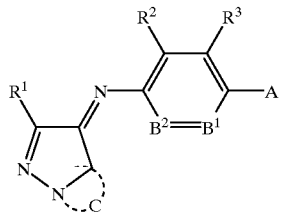
(a) preparing an ink for ink jet, containing coloring composition in which coloring particulates containing an oil soluble dye and an oil soluble polymer are dispersed in an aqueous medium, wherein the coloring composition has wavelength of maximum absorption (λ A max(nm)) in the wavelength range from 510 to 560 nm and when the absorbance at the wavelength of maximum absorption (λ max(nm)) is regarded as 1, the absorbance at a wavelength (λ max+75 (nm)) is no more than 0.2 and the absorbance at a wavelength (λ max−75 (nm)) is no more than 0.4; and

(b) using the ink for recording in an ink-jet printing device.

19. An ink-jet printing process comprising:

(a) preparing an ink for ink jet, containing coloring composition in which 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, are dispersed in an aqueous medium:

Formula (I)



wherein R^1 represents a hydrogen atom, an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, —OR^{11},—SR^{12},—CO_2R^{13},—$OCOR^{14}$,—$NR^{15}R^{16}$,—$CONR^{17}R^{18}$,—SO_2R^{19},—$SO_2NR^{20}R^{21}$,—$NR^{22}CONR^{23}R^{24}$,—$NR^{25}CO_2R^{26}$,—COR^{27},—$NR^{28}COR^{29}$, or —$NR^{30}SO_2R^{31}$; 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 —NR^4R^5 or a hydroxyl group; R^4 and R^5 each independently represents a hydrogen tom, an aliphatic group, an aromatic group or a heterocyclic group; B^1 represents =C(R^6)— or =N—; B^2 represents —C(R^7)= or —N=; 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, —OR^{51},—SR^{52},—CO^2R^{53},—$OCOR^{54}$,—$NR^{55}R^{56}$,—$CONR^{57}R^{58}$,—SO^2R^{59},$SO_2NR^{60}R^{61}$,—$NR^{62}CONR^{63}R^{64}$,—$NR^{65}CO_2R^{66}$,—COR^{67},—$NR^{68}COR^{69}$ or —$NR^{70}SO_2R^{71}$; 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,$R^{4\text{ and }R5}$,R^5 and R^6, or R^6 and R^7 may be bonded to each other to form a ring;

C forms a 5- or 6-membered nitrogen-containing heterocycle; this heterocycle may be substituted with at least one substituent selected from an aliphatic group, an aromatic group, a heterocyclic group, a cyano group, —OR^{81},—SR^{82},—CO_2R^{83},—$OCOR^{84}$,—$NR^{85}R^{86}$,—