macromonomer

Polymer or oligomer the molecules of which each have one end-group that acts as a monomer molecule, so that each polymer or oligomer molecule contributes only a single monomer unit to a chain of the product polymer.

Notes:
1. The homopolymerization or copolymerization of a macromonomer yields a comb or graft polymer.
2. Macromonomers are also sometimes referred to as macromers. The use of the term 'macromer' is strongly discouraged.

Source:
PAC, 2004, 76, 889 (Definitions of terms relating to reactions of polymers and to functional polymeric materials (IUPAC Recommendations 2003)) on page 896