

## Supporting information

### Scope and limitations of the Heck-Matsuda-coupling of phenol diazonium salts and styrenes: a protecting-group economic synthesis of phenolic stilbenes

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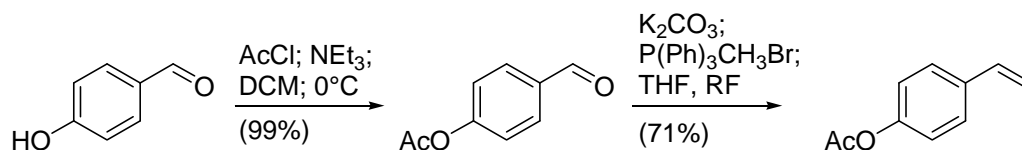
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## A General Remarks

All experiments were conducted in dry reaction vessels under an atmosphere of dry nitrogen. Solvents were purified by standard procedures.  $^1\text{H}$  NMR spectra were recorded at 300 MHz in  $\text{CDCl}_3$  ( $\text{CHCl}_3$  ( $\delta = 7.24$  ppm) used for calibration), in  $\text{DMSO-}d_6$  ( $\text{DMSO-}d_5$  ( $\delta = 2.50$  ppm) used for calibration), in acetone- $d_6$  (acetone- $d_5$  ( $\delta = 2.05$  ppm) used for calibration), or in methanol- $d_4$  ( $\text{CHD}_2\text{OD}$  ( $\delta = 3.31$  ppm used for calibration)). Coupling constants ( $J$ ) are given in Hz.  $^{13}\text{C}$  NMR spectra were recorded at 75 MHz in  $\text{CDCl}_3$  ( $\text{CDCl}_3$  ( $\delta = 77.0$  ppm) used for calibration), in  $\text{DMSO-}d_6$  ( $\text{DMSO-}d_6$  ( $\delta = 39.5$  ppm) used for calibration), in acetone- $d_6$  (acetone- $d_6$  ( $\delta = 29.9$  ppm) used for calibration), or in methanol- $d_4$  (methanol- $d_4$  ( $\delta = 49.9$  ppm) used for calibration). The number of coupled protons was analyzed by APT-experiments and is denoted by a number in parentheses following the chemical shift value. IR spectra were recorded neat on NaCl or KBr plates, or as KBr-discs. Wavenumbers ( $\nu$ ) are given in  $\text{cm}^{-1}$ . The peak intensities are defined as strong (s), medium (m) or weak (w). Mass spectra were obtained at 70 eV.

## B Experimental procedures for styrenes 4e, 4g, 4h-j

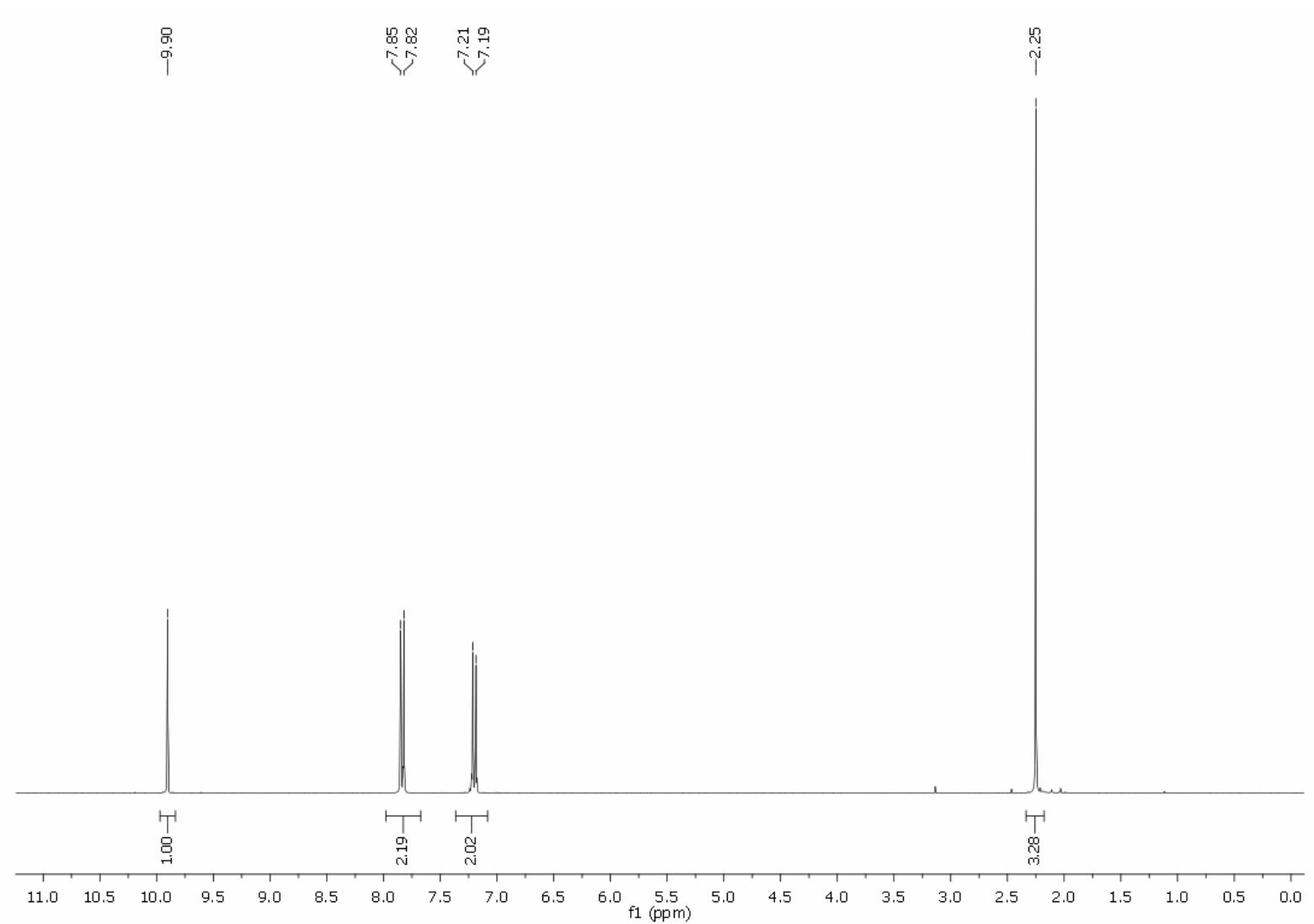
### B1 4-Acetyloxystyrene (4e)

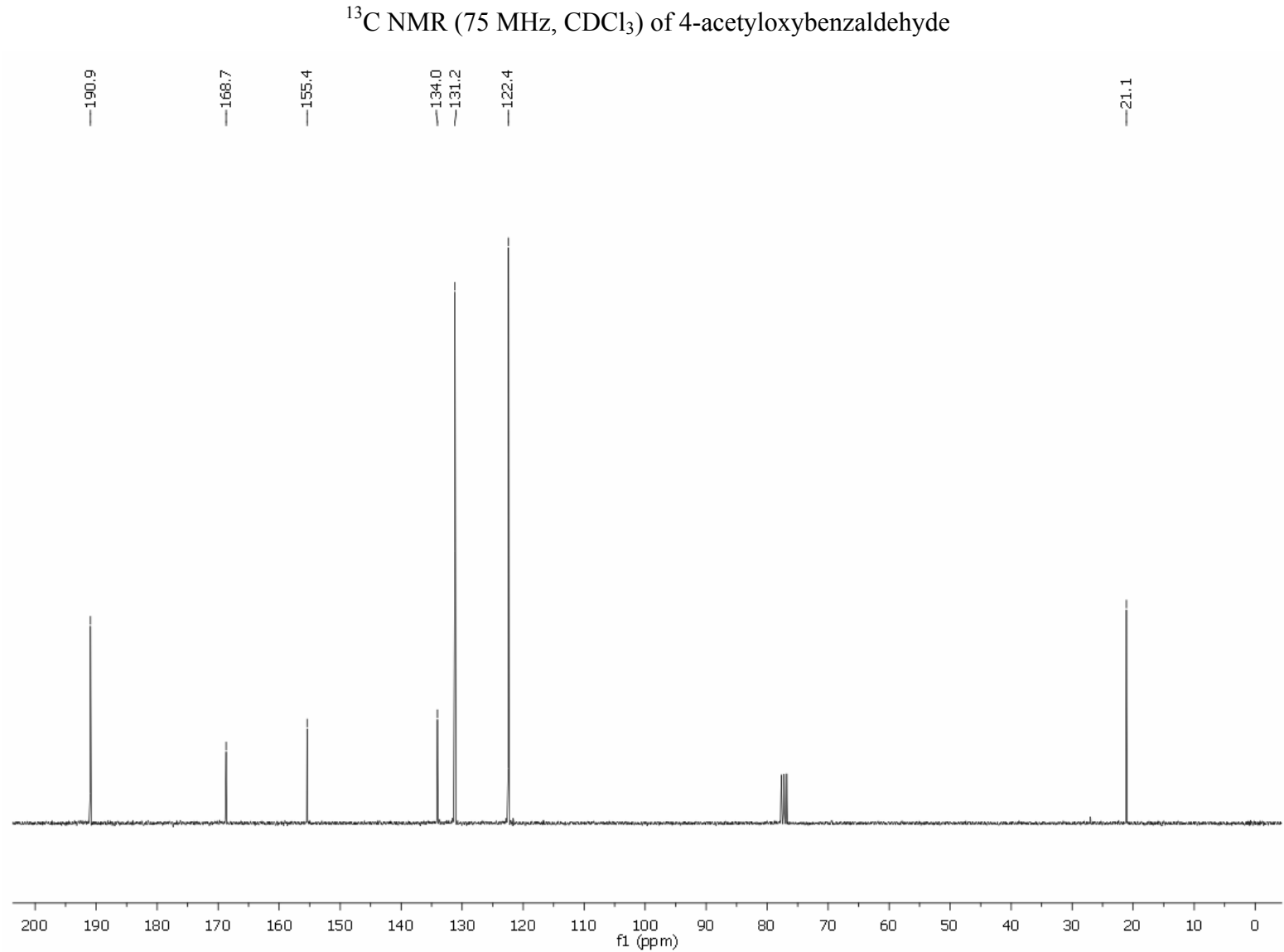


**4-Acetyloxybenzaldehyde:** To a solution of 4-hydroxybenzaldehyde (1.00 g, 8.2 mmol) and Et<sub>3</sub>N (1.20 mL, 8.2 mmol) in anhydrous DCM (25 mL) was added dropwise acetyl chloride (0.60 mL, 8.2 mmol) at 0°C. The solution was stirred for 30 min. The reaction was concentrated under reduced pressure and the residue was dissolved in MTBE and aqueous NaHCO<sub>3</sub>-solution. The aqueous layer was extracted with MTBE (60 mL). The combined organic layers were dried with MgSO<sub>4</sub>, filtered and concentrated under reduced pressure. The residue was purified by column chromatography (SiO<sub>2</sub>, hexane : MTBE 2 : 1) to afford 4-acetyloxybenzaldehyde (1.30 g, 8.2 mmol, 99 %) as a colourless liquid. <sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) δ 9.90 (s, 1H), 7.83 (d, *J* = 8.7, 2H), 7.20 (d, *J* = 8.6, 2H), 2.25 (s, 3H); <sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) δ 190.9 (0), 168.7 (0), 155.4 (0), 134.0 (0), 131.2 (1), 122.4 (1), 21.1 (3); IR (neat) ν 3072 (m), 1758 (s), 1698 (s), 1595 (s); MS (ESI) *m/z* 99 (24%), 123 (80%), 165 ([M+H]<sup>+</sup>, 100%); HRMS (ESI) calcd for C<sub>9</sub>H<sub>9</sub>O<sub>3</sub> [M+H]<sup>+</sup>: 165.0553, found: 165.0552.

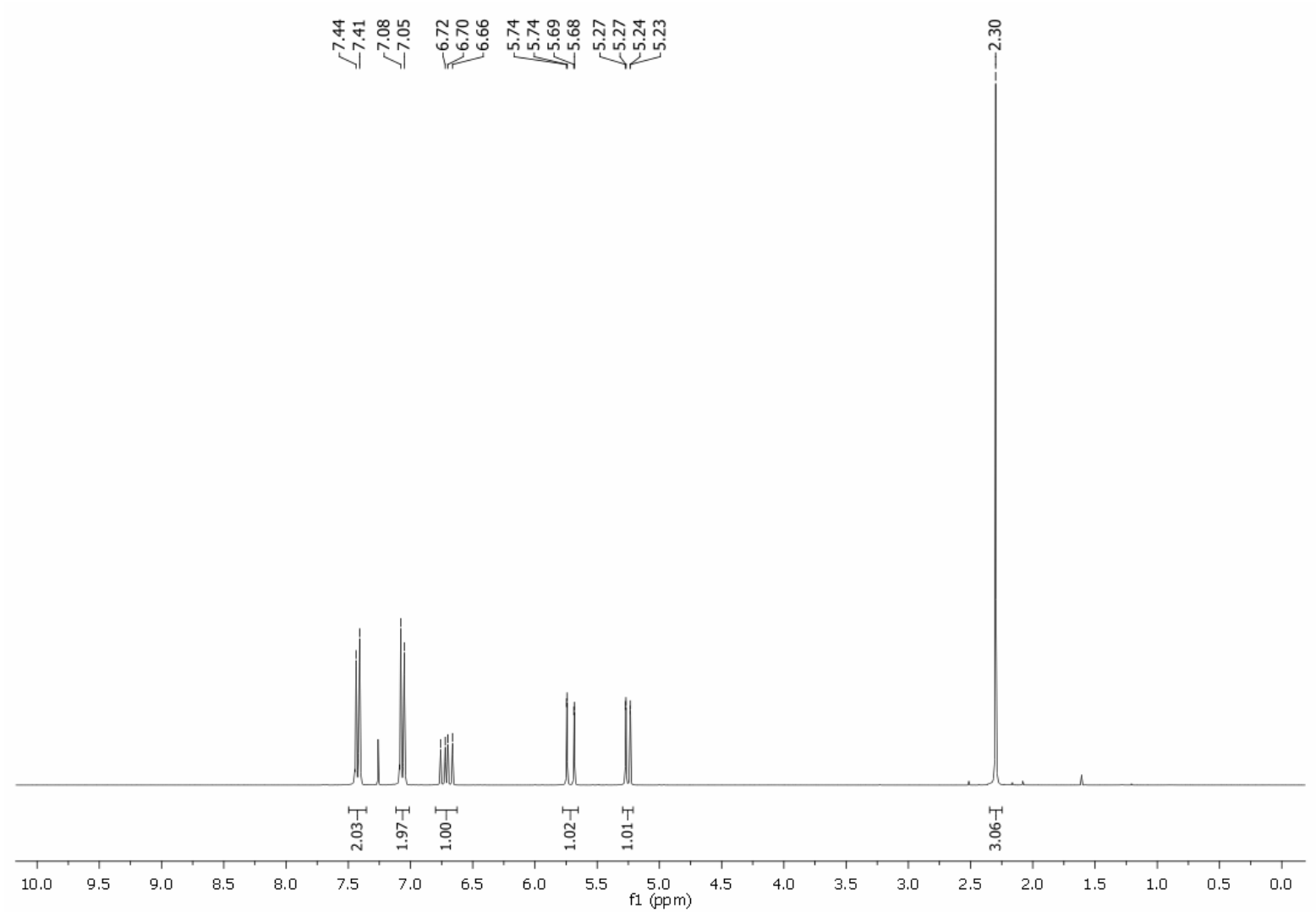
**4-Acetyloxystyrene (4e):** To a suspension of 4-acetyloxybenzaldehyde (2.60 g, 15.8 mmol) and K<sub>2</sub>CO<sub>3</sub> (2.63 g, 19.0 mmol) in anhydrous THF (50 mL) was added [PPh<sub>3</sub>CH<sub>3</sub>]<sup>+</sup>Br<sup>-</sup> (6.79 g, 19.0 mmol). The suspension was heated to reflux for 6 hours. The reaction mixture was concentrated under reduced pressure and the residue was dissolved in MTBE and water. The aqueous layer was extracted with MTBE (90 mL). The combined organic layers were dried with MgSO<sub>4</sub>, filtered and concentrated under reduced pressure. The residue was purified by column chromatography (SiO<sub>2</sub>, hexane : MTBE 10 : 1) to afford **4e** (1.82 g, 11.2 mmol, 71 %) as a colourless liquid. <sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) δ 7.42 (d, *J* = 8.6, 2H), 7.06 (d, *J* = 8.7, 2H), 6.71 (dd, *J* = 17.6, 10.9, 1H), 5.71 (dd, *J* = 17.6, 0.7, 1H), 5.25 (dd, *J* = 10.9, 0.7, 1H), 2.30 (s, 3H); <sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) δ 169.5 (0), 150.4 (0), 136.1 (1), 135.5 (0), 127.3 (1), 121.8 (1), 114.2 (1), 21.3 (3); IR (neat) ν 3040 (w), 1757 (s), 1504 (s), 1186 (s); MS (ESI) *m/z* 121 (100%), 163 ([M+H]<sup>+</sup>, 4%), 185 ([M+Na]<sup>+</sup>, 4%); HRMS (ESI) calcd for C<sub>10</sub>H<sub>11</sub>O<sub>2</sub> [M+H]<sup>+</sup>: 163.0759, found: 163.0767; Anal. calcd for C<sub>10</sub>H<sub>10</sub>O<sub>2</sub>: C, 74.1; H, 6.2. Found: C, 74.2; H, 6.2.

<sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) of 4-acetyloxybenzaldehyde

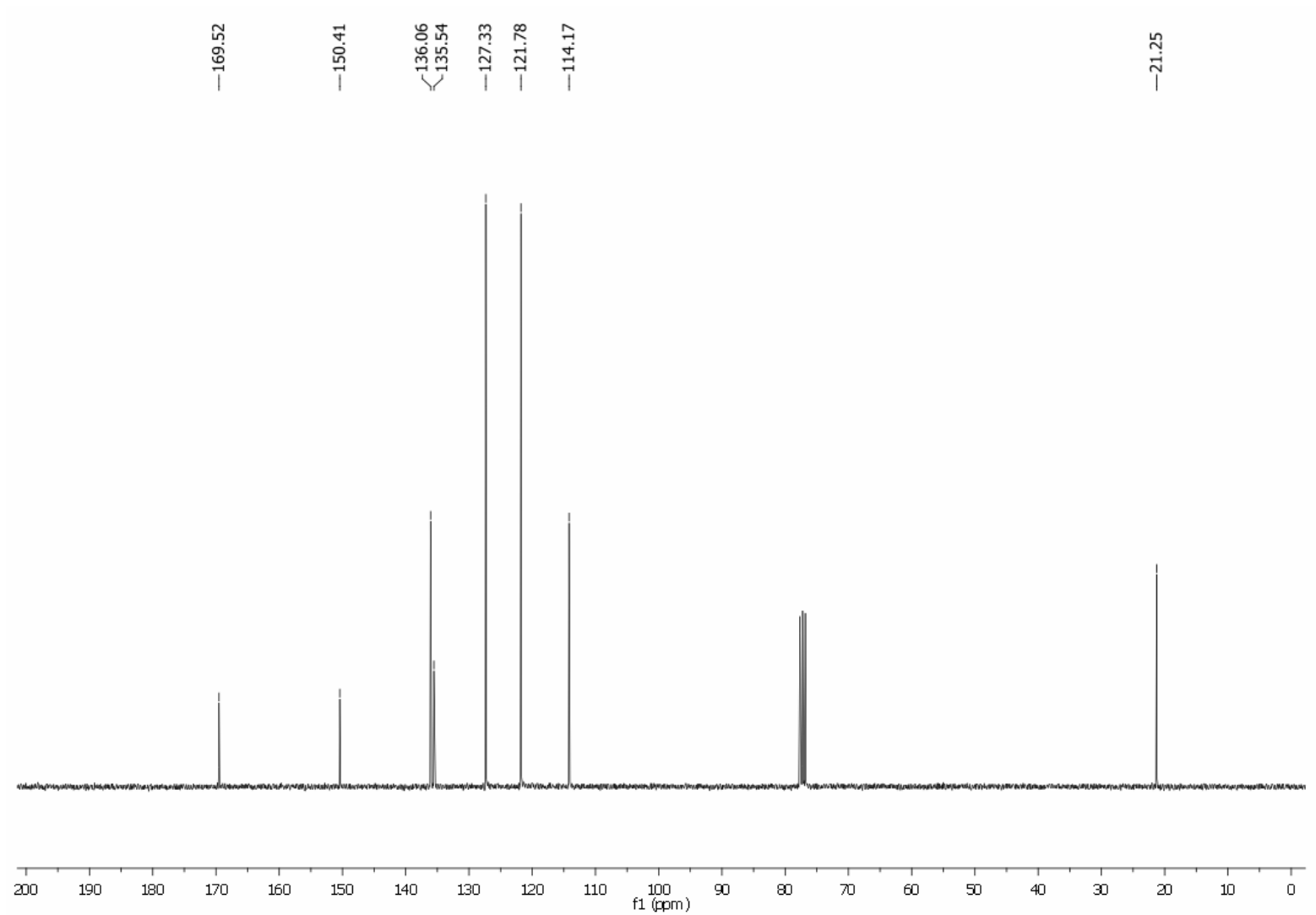




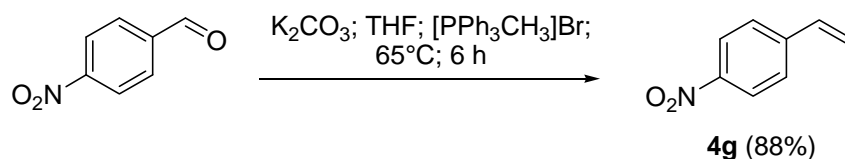
<sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) of **4e**



$^{13}\text{C}$  NMR (75 MHz,  $\text{CDCl}_3$ ) of **4e**



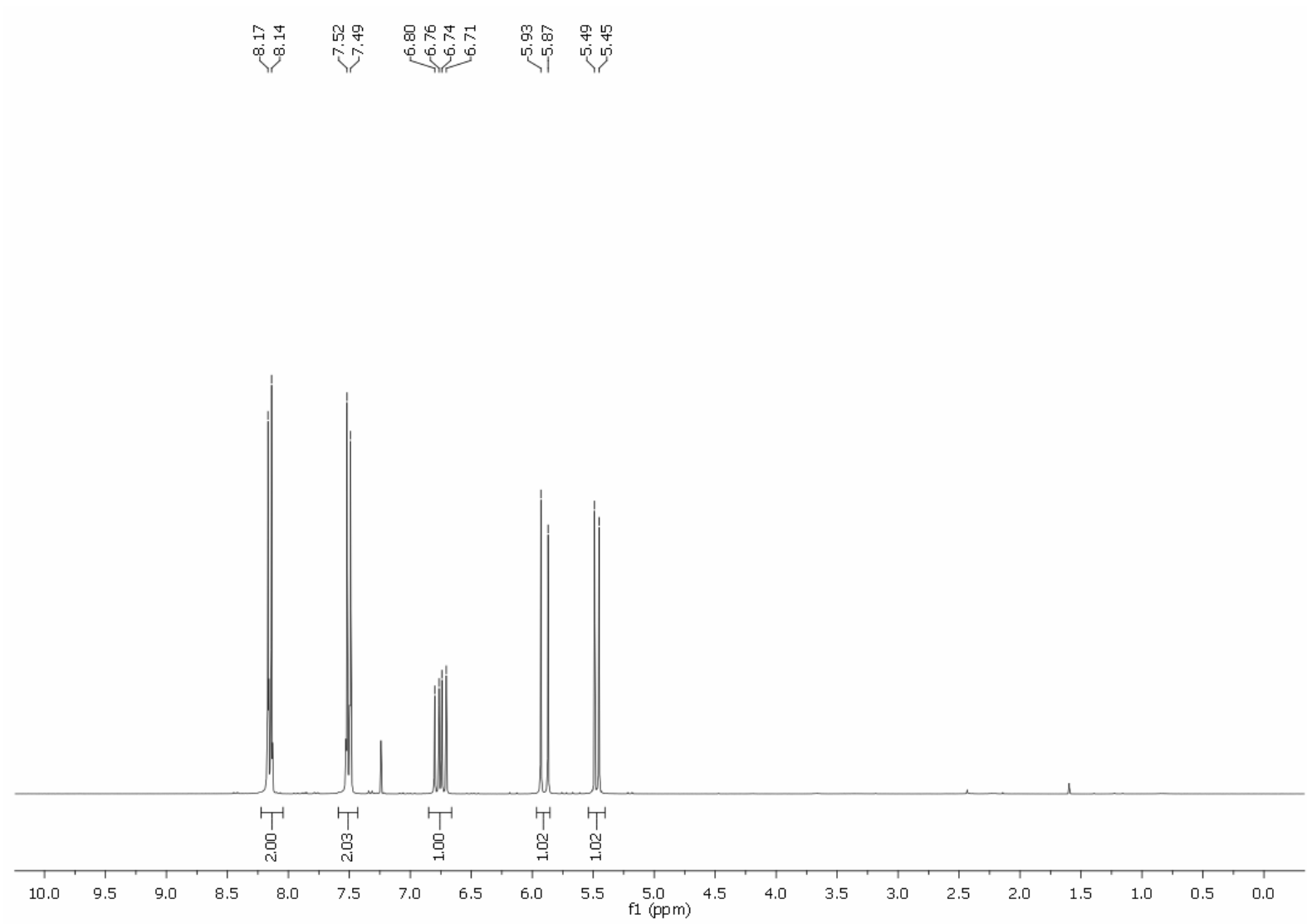
B2 4-Nitro styrene (**4g**)

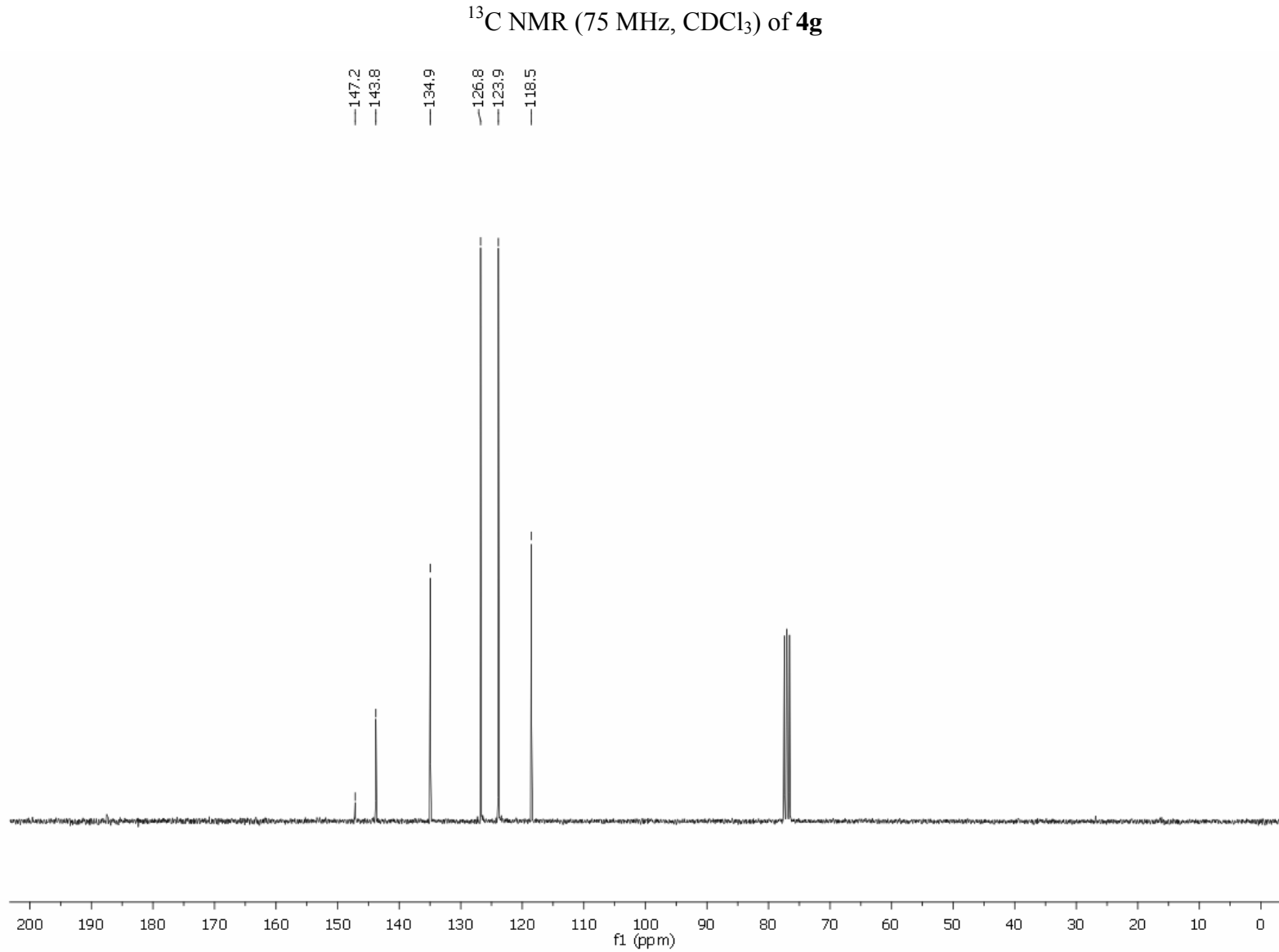


To a suspension of 4-nitrobenzaldehyde (2.50 g, 16.5 mmol) and  $K_2CO_3$  (2.70 g, 19.8 mmol) in anhydrous THF (50 mL) was added  $[PPh_3CH_3]Br$  (7.00 g, 19.8 mmol) and heated to reflux for 6 hours. The reaction mixture was concentrated under reduced pressure and the residue was dissolved in MTBE and water. The water layer was extracted with MTBE (90 mL). The combined organic layers were dried with  $MgSO_4$ , filtered and concentrated under reduced pressure. The residue was purified by column chromatography ( $SiO_2$ , hexane / MTBE 10 : 1) to afford **4g** (2.15 g, 14.5 mmol, 88 %) as yellow liquid.  $^1H$  NMR (300 MHz,  $CDCl_3$ )  $\delta$  8.15 (d,  $J$  = 8.8, 2H), 7.50 (d,  $J$  = 8.6, 2H), 6.75 (dd,  $J$  = 17.6, 10.9, 1H), 5.90 (d,  $J$  = 17.6, 1H), 5.47 (d,  $J$  = 11.0, 1H);  $^{13}C$  NMR (75 MHz,  $CDCl_3$ )  $\delta$  147.1 (0), 143.8 (0), 134.9 (1), 126.7 (1), 123.9 (1), 118.5 (1); MS (ESI)  $m/z$  104 (22%), 133 (46%), 150 ( $[M+H]^+$ , 100%); HRMS (ESI) calcd for  $C_8H_8NO_2$   $[M+H]^+$ : 150.0555, found: 150.0541; IR (neat)  $\nu$  3077 (m), 1594 (s), 1509 (s), 1338 (s); Anal. calcd for  $C_8H_7NO_2$ : C, 64.4; H, 4.7; N, 9.4. Found: C, 63.9; H, 4.7; N, 9.9.

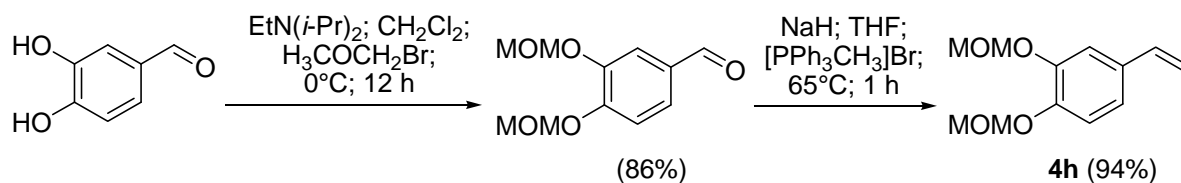


<sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) of **4g**





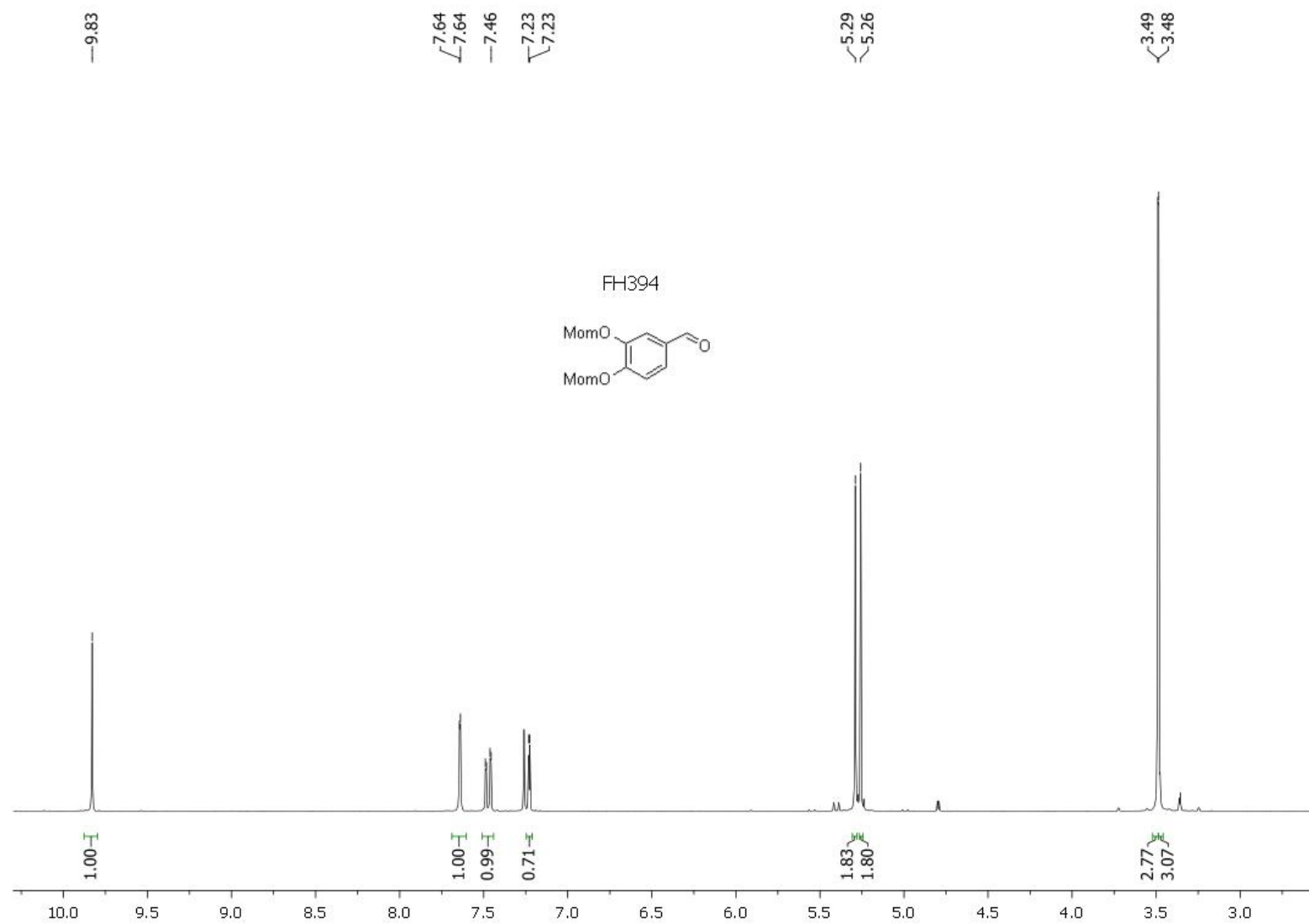
**B3** 1,2-Bis(methoxymethoxy)-4-vinylbenzene (**4h**)

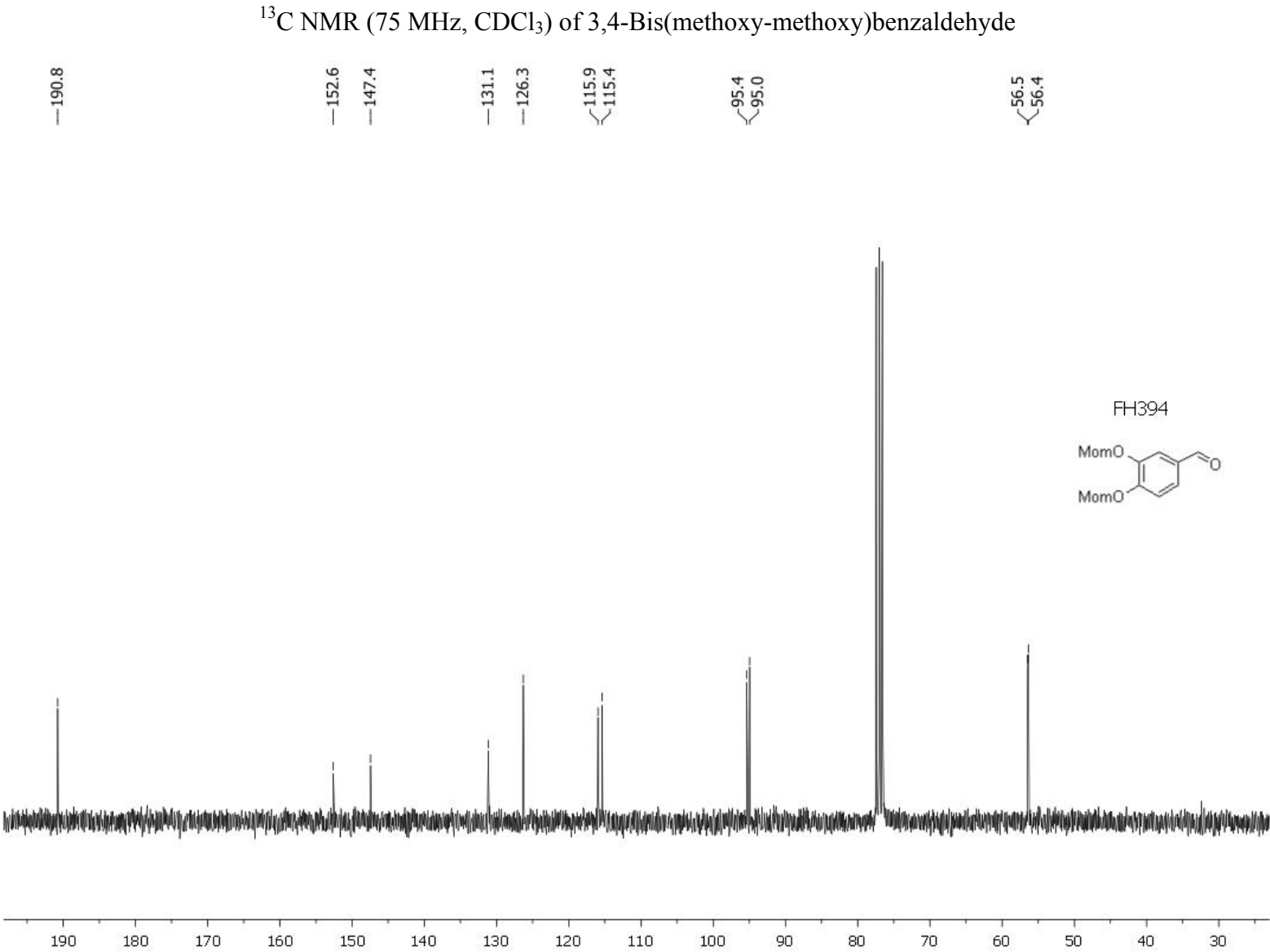


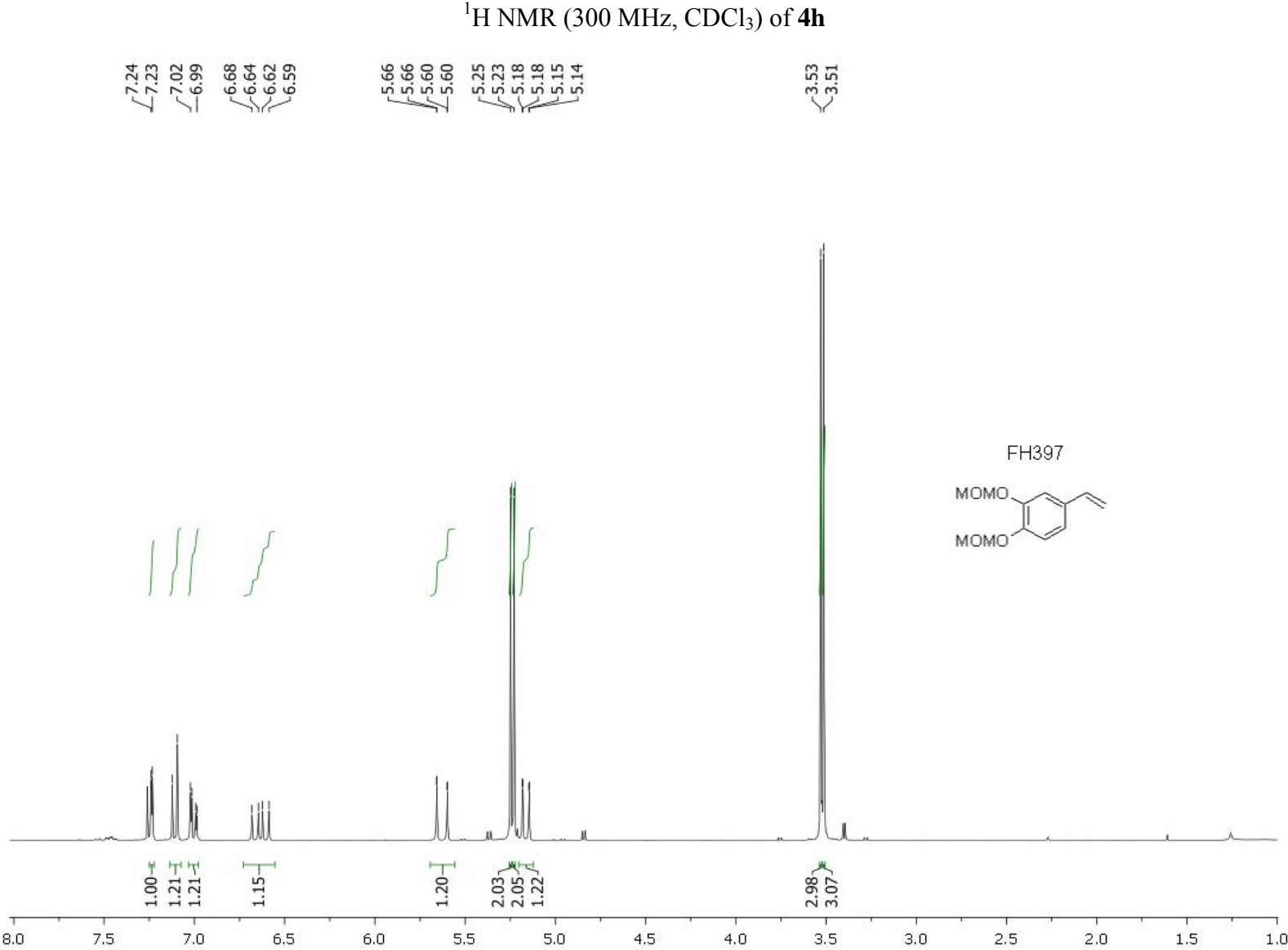
**3,4-Bis(methoxy-methoxy)benzaldehyde:** To a solution of 3,4-dihydroxybenzaldehyde (1.00 g, 7.2 mmol) and *N,N*-diisopropylethylamine (2.50 mL, 15.0 mmol) in anhydrous DCM (50 mL) was added dropwise bromomethyl methyl ether (1.30 mL, 15.0 mmol) at 0°C. The solution was warmed to ambient temperature and stirred at this temperature for 12 h. The solution was washed with water (25 mL) and saturated aqueous Na<sub>2</sub>CO<sub>3</sub> solution (25 mL). The organic layer was dried with MgSO<sub>4</sub>, filtered and concentrated under reduced pressure. The residue was purified by column chromatography (SiO<sub>2</sub>, hexane / MTBE 2 : 1) to afford **3,4-bis(methoxy-methoxy)benzaldehyde** (1.40 g, 6.2 mmol, 86 %) as a colourless liquid. <sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) δ 9.83 (s, 1H), 7.64 (d, *J* = 1.9, 1H), 7.47 (dd, *J* = 8.4, 1.9, 1H), 7.23 (d, *J* = 8.4, 1H), 5.29 (s, 2H), 5.26 (s, 2H), 3.49 (s, 3H), 3.48 (s, 3H); <sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) δ 190.8 (1), 152.6 (0), 147.4 (0), 131.1 (0), 126.3 (1), 116.0 (1), 115.4 (1), 95.4 (2), 95.0 (2), 56.5 (3), 56.4 (3).

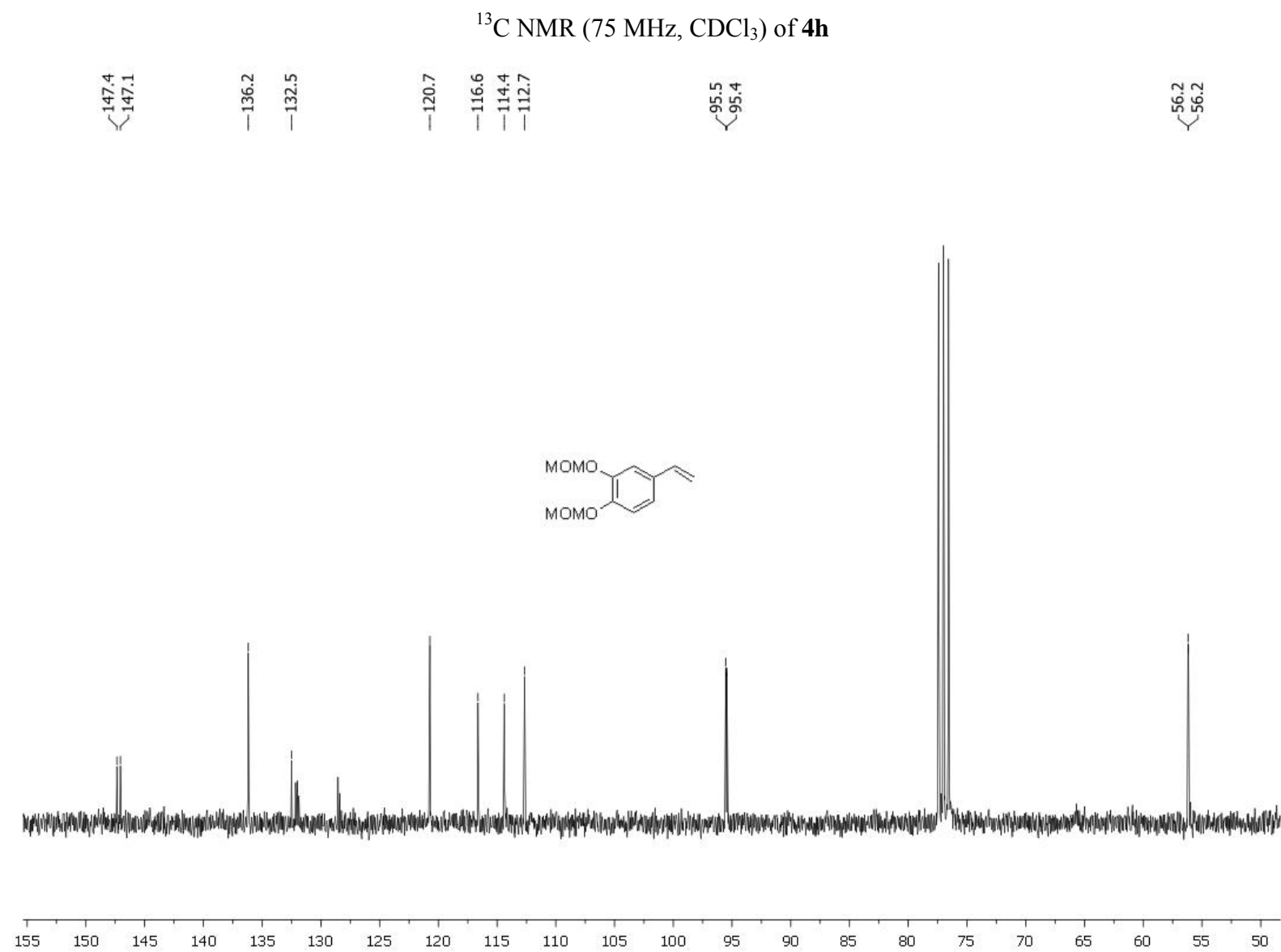
**1,2-Bis(methoxymethoxy)-4-vinylbenzene (**4h**):** To a suspension of [PPh<sub>3</sub>CH<sub>3</sub>]Br (2.50 g, 7.0 mmol) in anhydrous THF (50 mL) was added slowly NaH (60 % dispersion in mineral oil, 0.30 g, 7.0 mmol). The suspension was heated to reflux for 1 h. The mixture was then cooled to ambient temperature, and the aldehyde from the previous step (1.4 g, 6.2 mmol) was added. The solution was heated to reflux for 2 h. The reaction mixture was then washed with saturated aqueous Na<sub>2</sub>CO<sub>3</sub> solution (20 mL) and the aqueous layer was extracted with MTBE. The combined organic layers were dried with MgSO<sub>4</sub>, filtered and concentrated under reduced pressure. The residue was purified by column chromatography (SiO<sub>2</sub>, hexane / MTBE 2 : 1) to afford **4h** (1.30 g, 5.8 mmol, 94 %) as a colourless liquid. <sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) δ 7.24 (d, *J* = 2.0, 1H), 7.11 (d, *J* = 8.4, 1H), 7.00 (dd, *J* = 8.4, 2.0, 1H), 6.63 (dd, *J* = 17.6, 10.9, 1H), 5.63 (dd, *J* = 17.6, 0.8, 1H), 5.25 (s, 2H), 5.23 (s, 2H), 5.16 (dd, *J* = 10.9, 0.8, 1H), 3.53 (s, 3H), 3.51 (s, 3H); <sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) δ 147.4 (0), 147.1 (0), 136.2 (1), 132.5 (0), 120.7 (2), 116.6 (1), 114.4 (1), 112.7 (1), 95.5 (2), 95.4 (2), 56.2 (3), 56.2 (3); MS (ESI) *m/z* 181 (100%), 225 ([M+H]<sup>+</sup>, 52%); HRMS (ESI) calcd for C<sub>12</sub>H<sub>17</sub>O<sub>4</sub> [M+H]<sup>+</sup>: 225.1127, found: 225.1138; IR (neat) ν 2924 (m), 2852 (w), 1602 (w), 1578 (w), 1508 (s), 1439 (w), 1393 (w), 1257 (s), 1226 (m), 1202 (m), 1152 (s), 1126 (m), 1072 (s); Anal. calcd for C<sub>12</sub>H<sub>16</sub>O<sub>4</sub>: C, 64.3; H, 7.2. Found: C, 64.2; H, 7.2.

$^1\text{H}$  NMR (300 MHz,  $\text{CDCl}_3$ ) of 3,4-Bis(methoxy-methoxy)benzaldehyde

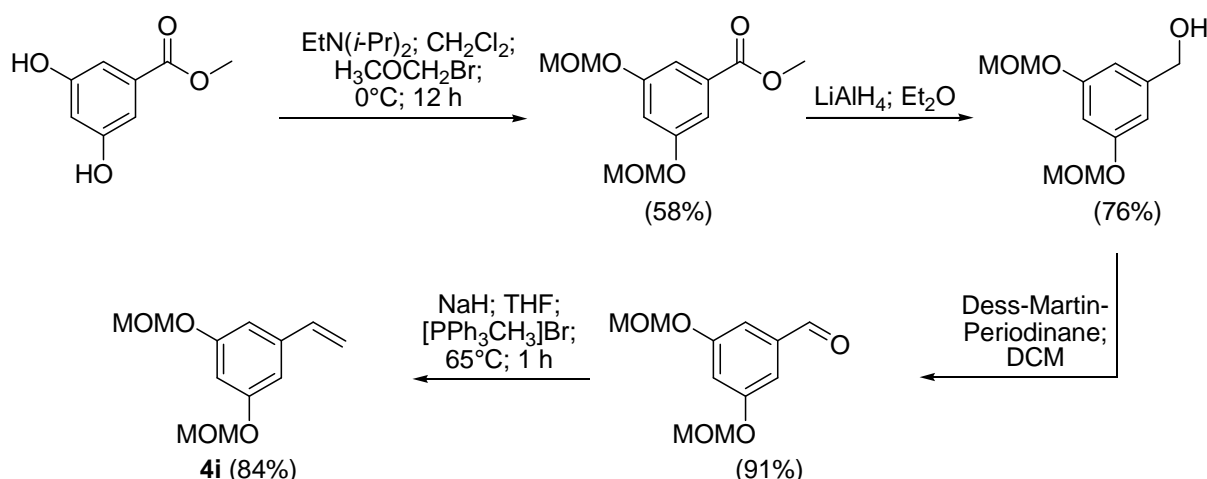








**B4** 1,3-Bis(methoxymethoxy)-5-vinylbenzene (**4i**)



**Methyl 3,5-bis(methoxymethoxy)benzoate:** To a solution of methyl 3,5-dihydroxybenzoate (2.00 g, 12.0 mmol) and N,N-diisopropylethylamine (4.0 mL, 24.0 mmol) in anhydrous DCM (50 mL) was added dropwise bromomethyl methyl ether (2.00 mL, 24.0 mmol) at  $0^\circ\text{C}$ . The solution was warmed to ambient temperature and stirred for 12 h. The solution was washed with water (25 mL) and saturated aqueous  $\text{Na}_2\text{CO}_3$  solution (25 mL). The organic layer was dried with  $\text{MgSO}_4$ , filtered and concentrated under reduced pressure. The residue was purified by column chromatography ( $\text{SiO}_2$ , hexane / MTBE 2 : 1) to afford methyl 3,5-bis(methoxymethoxy)benzoate (1.80 g, 7.0 mmol, 58 %) as a colourless liquid.  $^1\text{H}$  NMR (300 MHz,  $\text{CDCl}_3$ )  $\delta$  7.36 (d,  $J = 2.3$ , 2H), 6.91 (t,  $J = 2.3$ , 1H), 5.19 (s, 4H), 3.89 (s, 3H), 3.48 (s, 6H);  $^{13}\text{C}$  NMR (75 MHz,  $\text{CDCl}_3$ )  $\delta$  166.5 (0), 158.1 (0), 132.2 (0), 110.7 (1), 109.7 (1), 94.5 (2), 56.2 (3), 52.2 (3).

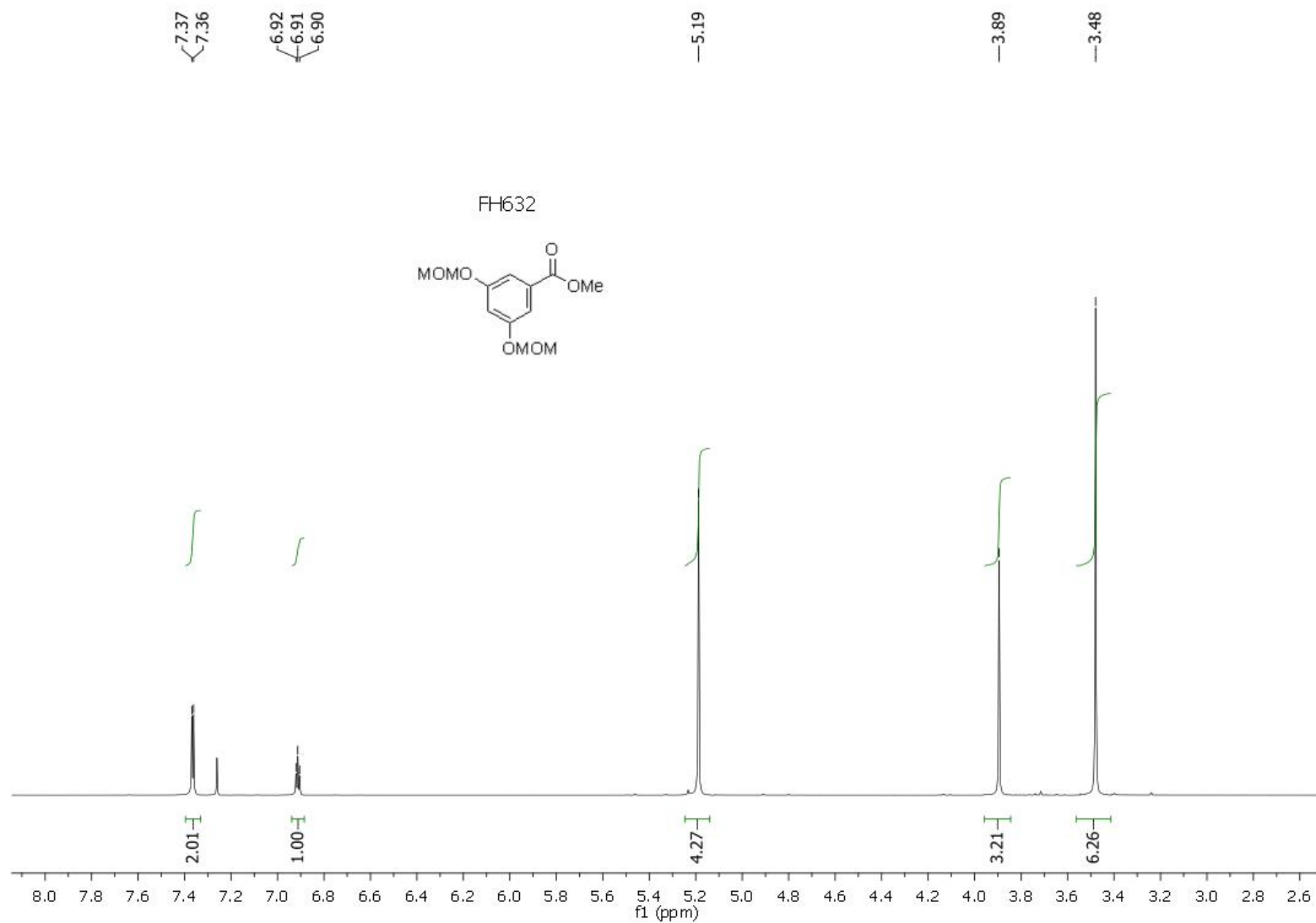
**3,5-Bis(methoxymethoxy)phenyl)methanol:** A solution of methyl 3,5-bis(methoxymethoxy)benzoate (1.50 g, 5.8 mmol) in anhydrous diethylether (25 mL) was added over 1 h to a stirred slurry of  $\text{LiAlH}_4$  (220 mg, 5.79 mmol) in anhydrous diethylether (25 mL) under nitrogen. After complete addition, the mixture was stirred for 5 h at ambient temperature and then decomposed by addition of saturated  $\text{NH}_4\text{Cl}$  solution (20 mL). The organic layer was separated and the aqueous layer extracted with MTBE. The combined organic layers were dried with  $\text{MgSO}_4$ , filtered and concentrated under reduced pressure. The residue was purified by column chromatography ( $\text{SiO}_2$ , hexane / MTBE 2 : 1) to afford (3,5-bis(methoxymethoxy)phenyl)methanol (1.00 g, 4.4 mmol, 76 %) as a colourless liquid.  $^1\text{H}$  NMR (300 MHz,  $\text{CDCl}_3$ )  $\delta$  6.70 (d,  $J = 2.3$ , 2H), 6.63 (t,  $J = 2.3$ , 1H), 5.14 (s, 4H), 4.60 (d,  $J = 5.5$ , 2H), 3.46 (s, 6H), 2.16 (t,  $J = 5.9$ , 1H);  $^{13}\text{C}$  NMR (75 MHz,  $\text{CDCl}_3$ )  $\delta$  158.4 (0), 143.6 (0), 107.9 (1), 104.0 (1), 94.4 (2), 65.0 (2), 56.0 (3).

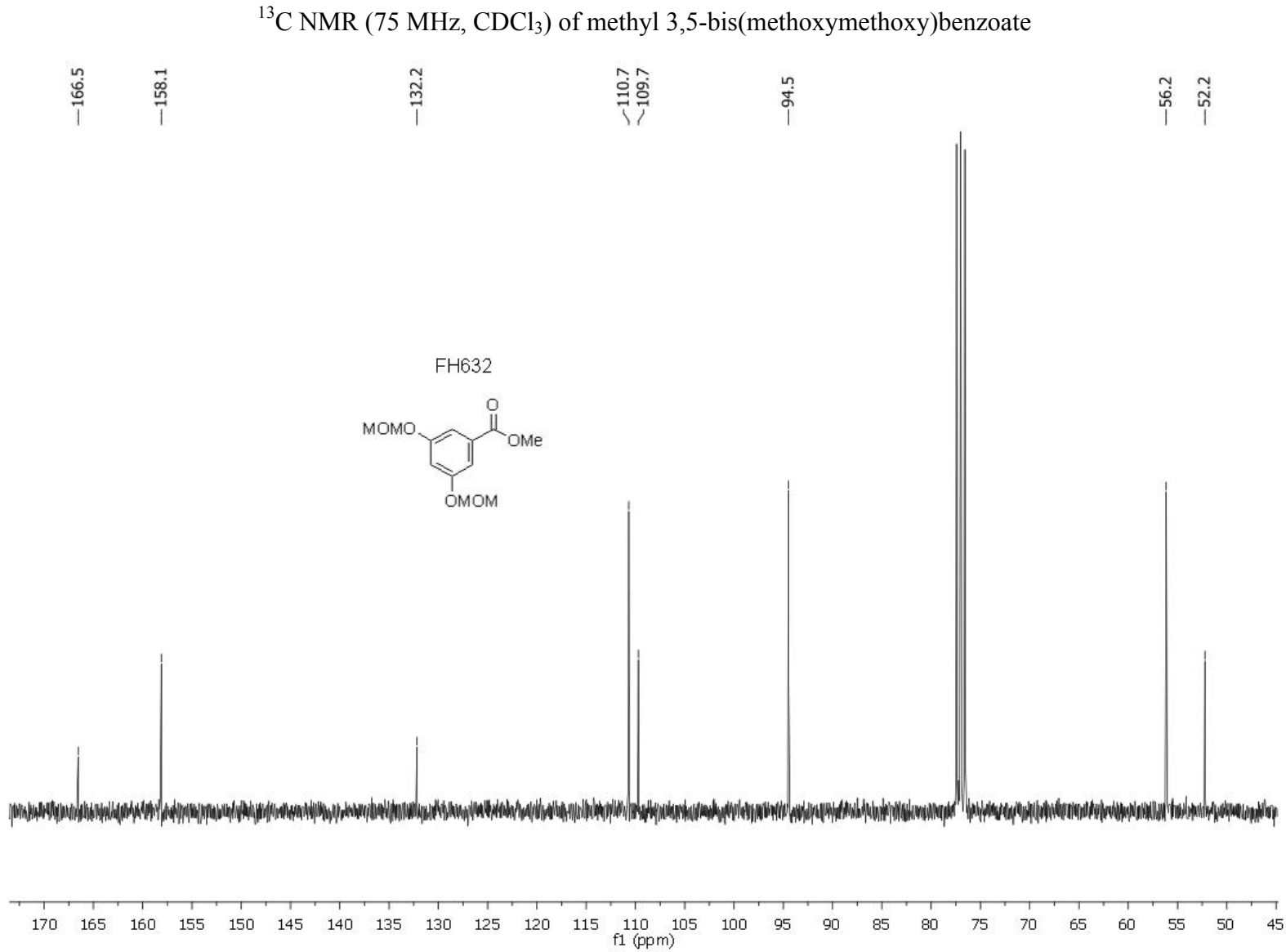


*3,5-Bis(methoxymethoxy)benzaldehyde*: To a solution of (3,5-bis(methoxymethoxy)-phenyl)methanol (1.00 g, 4.4 mmol) in anhydrous DCM (20 mL) was slowly added Dess-Martin periodinane (2.10 g, 5.0 mmol) at 0°C. The reaction mixture was filtered through celite and washed with a saturated aqueous solution of NaHCO<sub>3</sub> (10 mL) containing NaS<sub>2</sub>O<sub>3</sub> (2.50 g). The organic layer was separated and the aqueous layer extracted with MTBE. The combined organic layers were dried with MgSO<sub>4</sub>, filtered and concentrated under reduced pressure. The residue was purified by column chromatography (SiO<sub>2</sub>, hexane / MTBE 1 : 1) to afford *3,5-Bis(methoxymethoxy)benzaldehyde* (0.9 g, 4.0 mmol, 91 %) as a colourless liquid. <sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) δ 9.91 (s, 1H), 7.21 (d, *J* = 2.3, 2H), 6.98 (t, *J* = 2.3, 1H), 5.21 (s, 4H), 3.49 (s, 6H); <sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) δ 191.6 (1), 158.8 (0), 138.5 (0), 111.2 (1), 110.5 (1), 94.5 (2), 56.2 (3); MS (ESI) *m/z* 163 (100%), 195 (95%), 227 ([M+H]<sup>+</sup>, 80%); HRMS (ESI) calcd for C<sub>11</sub>H<sub>15</sub>O<sub>5</sub> [M+H]<sup>+</sup>: 227.0919, found: 227.0928.

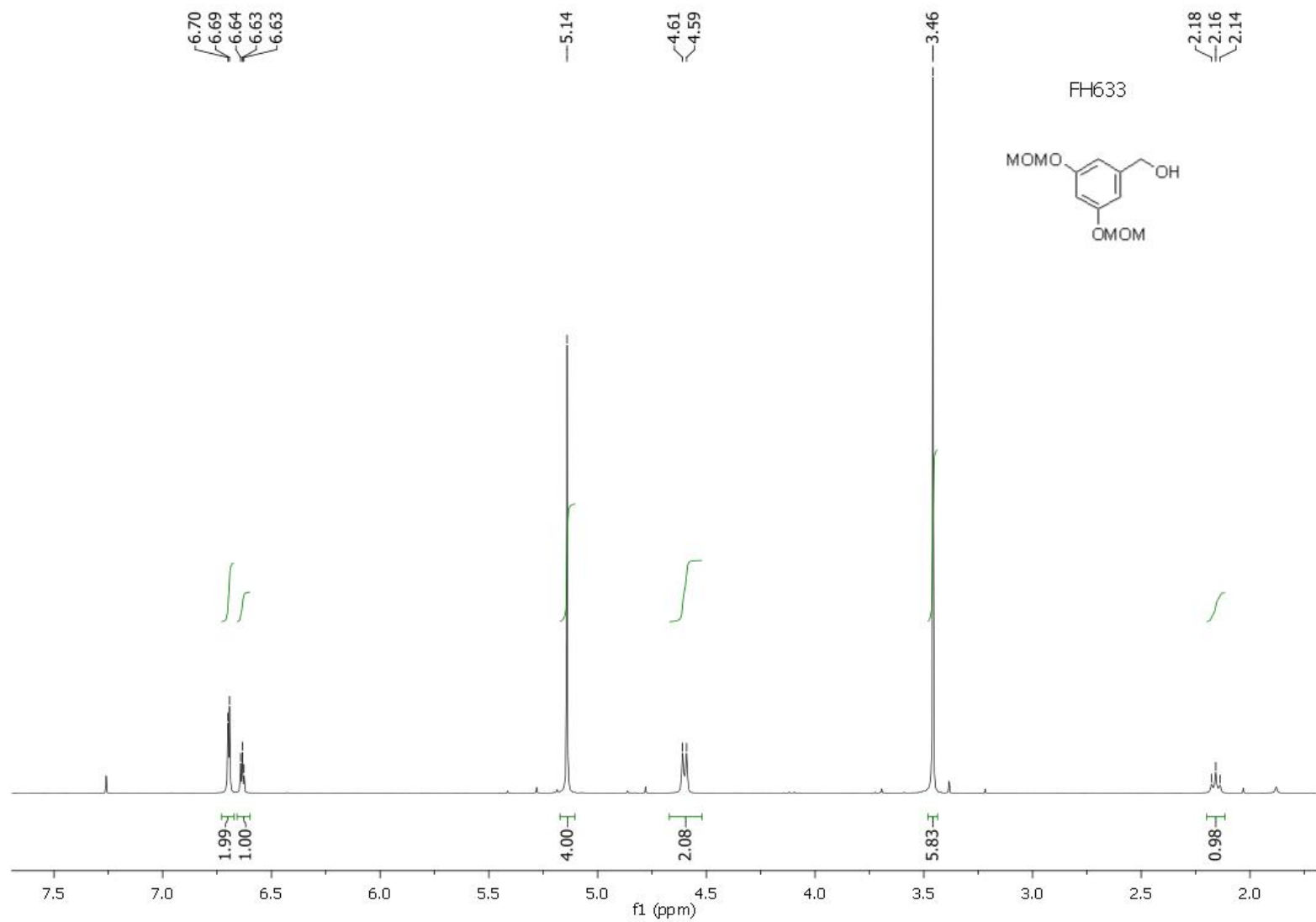
*1,3-Bis(methoxymethoxy)-5-vinylbenzene (4i)*: To a suspension of [PPh<sub>3</sub>CH<sub>3</sub>]Br (2.60 g, 7.4 mmol) in anhydrous THF (50 mL) was added slowly NaH (60% dispersion in mineral oil, 0.30 g, 7.4 mmol). The suspension was heated to reflux for 1 h and then cooled to ambient temperature, followed by addition of the aldehyde from the previous step (1.50 g, 6.6 mmol). The solution was then heated to reflux for 2 h. The reaction mixture was washed with saturated aqueous solution of Na<sub>2</sub>CO<sub>3</sub> (20 mL) and the aqueous layer was extracted with MTBE. The combined organic layers were dried with MgSO<sub>4</sub>, filtered and concentrated under reduced pressure. The residue was purified by column chromatography (SiO<sub>2</sub>, hexane / MTBE 1 : 1) to afford **4i** (1.25 g, 5.6 mmol, 84 %) as a colourless liquid. <sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) δ 6.76 (d, *J* = 2.2, 2H), 6.66 (t, *J* = 2.2, 1H), 6.64 (dd, *J* = 17.6, 10.8, 1H), 5.73 (dd, *J* = 17.5, 0.6, 1H), 5.25 (d, *J* = 10.8, 1H), 5.17 (s, 4H), 3.48 (s, 6H); <sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) δ 158.4 (0), 139.8 (0), 136.5 (1), 114.6 (2), 107.7 (1), 104.4 (1), 94.5 (2), 56.0 (3); IR (neat) ν 2950 (w), 2890 (w), 1589 (m), 1397 (w), 1287 (m), 1441 (s), 1082 (m), 1023 (s); MS (EI) *m/z* 131 (100%), 224 ([M]<sup>+</sup>, 72%); HRMS (EI) calcd for C<sub>12</sub>H<sub>16</sub>O<sub>4</sub> [M]<sup>+</sup>: 224.1049, found: 224.1051; Anal. calcd for C<sub>12</sub>H<sub>16</sub>O<sub>4</sub>: C, 64.3; H, 7.2. Found: C, 64.0; H, 7.2.

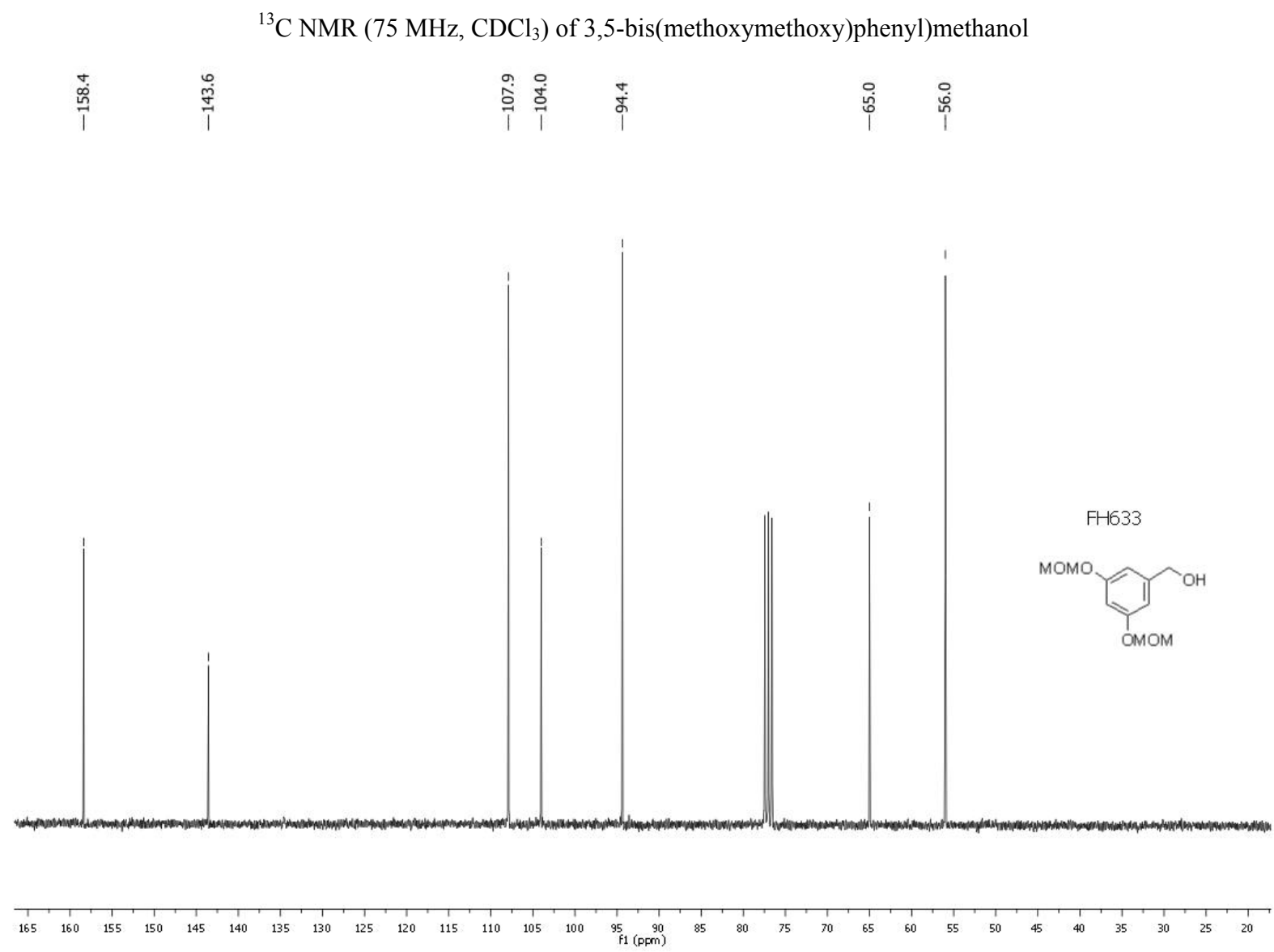
$^1\text{H}$  NMR (300 MHz,  $\text{CDCl}_3$ ) of methyl 3,5-bis(methoxymethoxy)benzoate



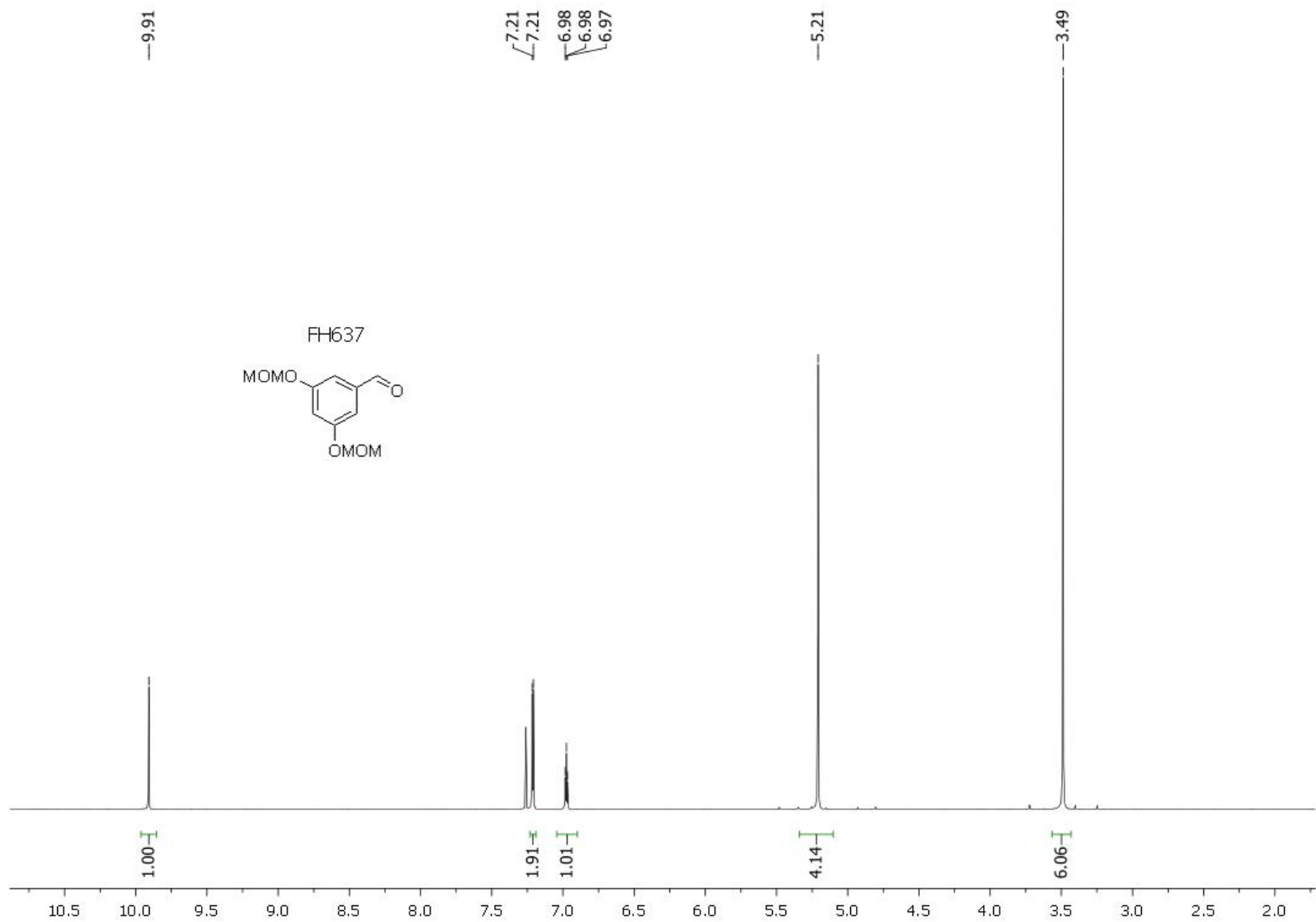


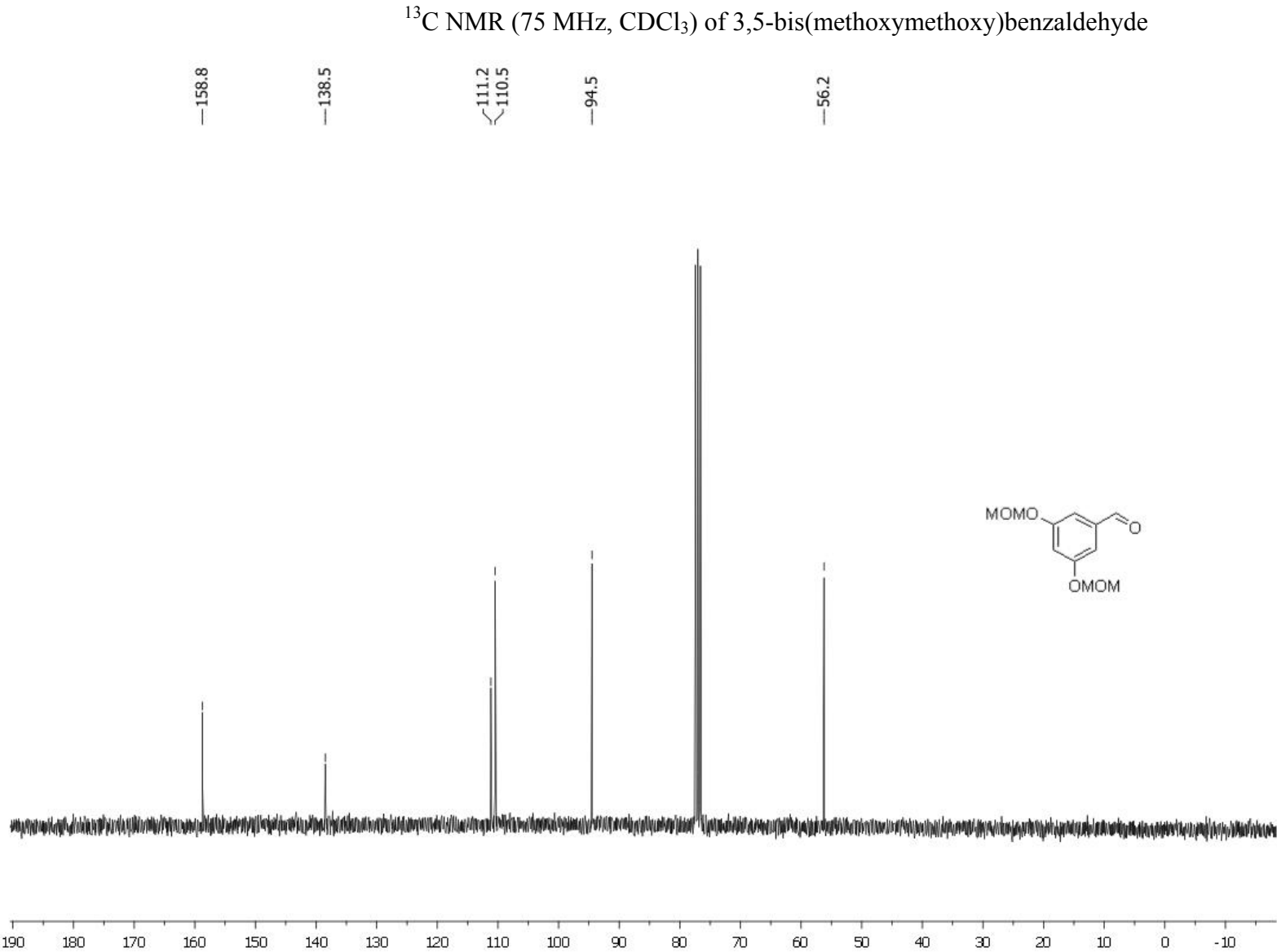
$^1\text{H}$  NMR (300 MHz,  $\text{CDCl}_3$ ) of 3,5-bis(methoxymethoxy)phenyl)methanol



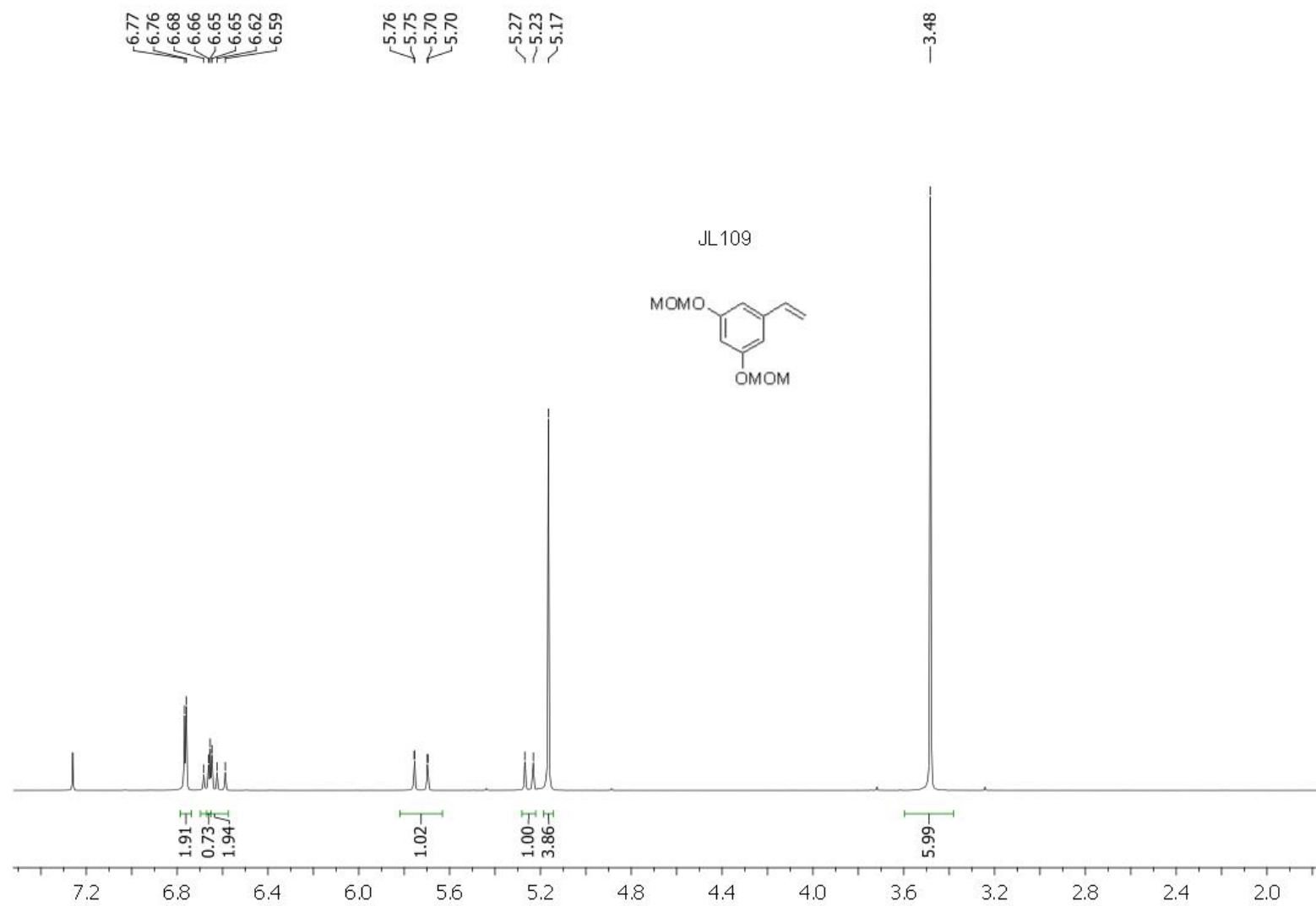


<sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) of 3,5-bis(methoxymethoxy)benzaldehyde



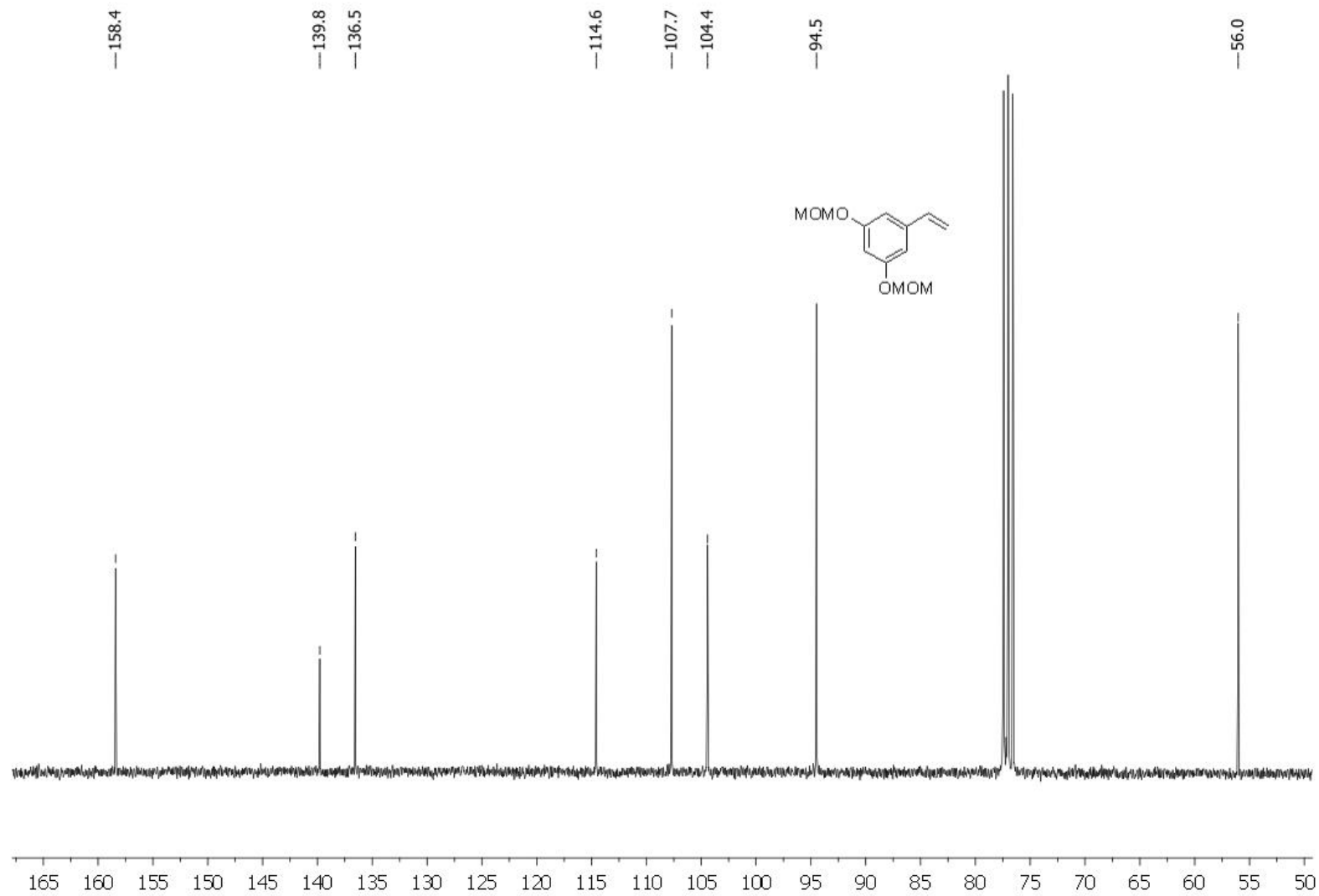


$^1\text{H}$  NMR (300 MHz,  $\text{CDCl}_3$ ) of **4i**

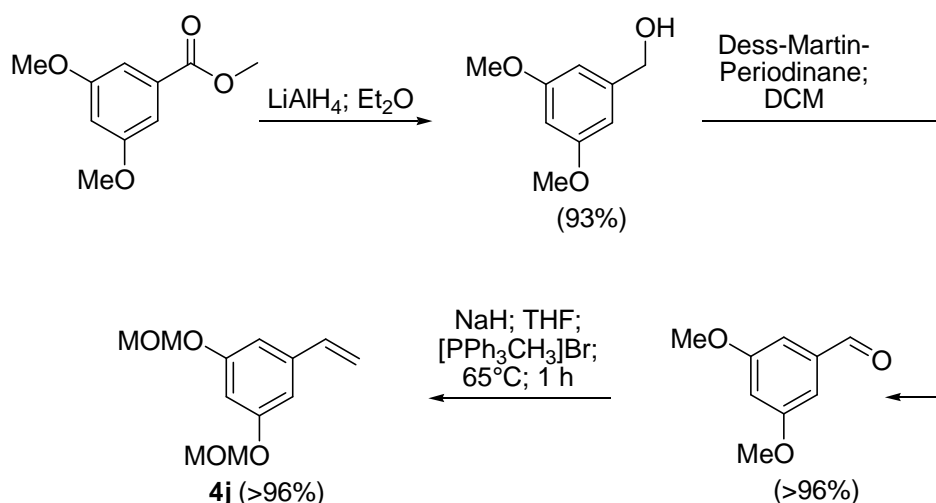




$^{13}\text{C}$  NMR (75 MHz,  $\text{CDCl}_3$ ) of **4i**



B5 1,3-dimethoxy-5-vinylbenzene (**4j**)



(3,5-Dimethoxyphenyl)methanol: A solution of methyl 3,5-dimethoxybenzoate (2.00 g, 10.2 mmol) in anhydrous diethylether (25 mL) was added during 1 h to a stirred slurry of  $\text{LiAlH}_4$  (380 mg, 10.2 mmol) in anhydrous diethylether (25 mL) under nitrogen. After completed addition, the mixture was stirred for 5 h at ambient temperature and then decomposed by addition of saturated aqueous  $\text{NH}_4\text{Cl}$  solution (20 mL). The organic layer was separated and the aqueous layer extracted with MTBE. The combined organic layers were dried with  $\text{MgSO}_4$ , filtered and concentrated under reduced pressure. The residue was purified by column chromatography ( $\text{SiO}_2$ , hexane / MTBE 2 : 1) to afford (3,5-dimethoxyphenyl)methanol (1.56 g, 9.5 mmol, 93 %) as a colourless oil.  $^1\text{H}$  NMR (300 MHz,  $\text{CDCl}_3$ )  $\delta$  6.51 (d,  $J = 2.3$ , 2H), 6.37 (t,  $J = 2.3$ , 1H), 4.62 (s, 2H), 3.78 (s, 3H), 3.71 (s, 3H), 1.63 (s, 1H);  $^{13}\text{C}$  NMR (75 MHz,  $\text{CDCl}_3$ )  $\delta$  161.3, 143.6, 104.8, 99.9, 65.6, 55.6; MS (EI)  $m/z$  168 ( $[\text{M}]^+$ , 100%), 139 (59%), 109 (39%); HRMS (EI) calcd for  $\text{C}_9\text{H}_{12}\text{O}_3$   $[\text{M}]^+$ : 168.0786, found: 168.0775.

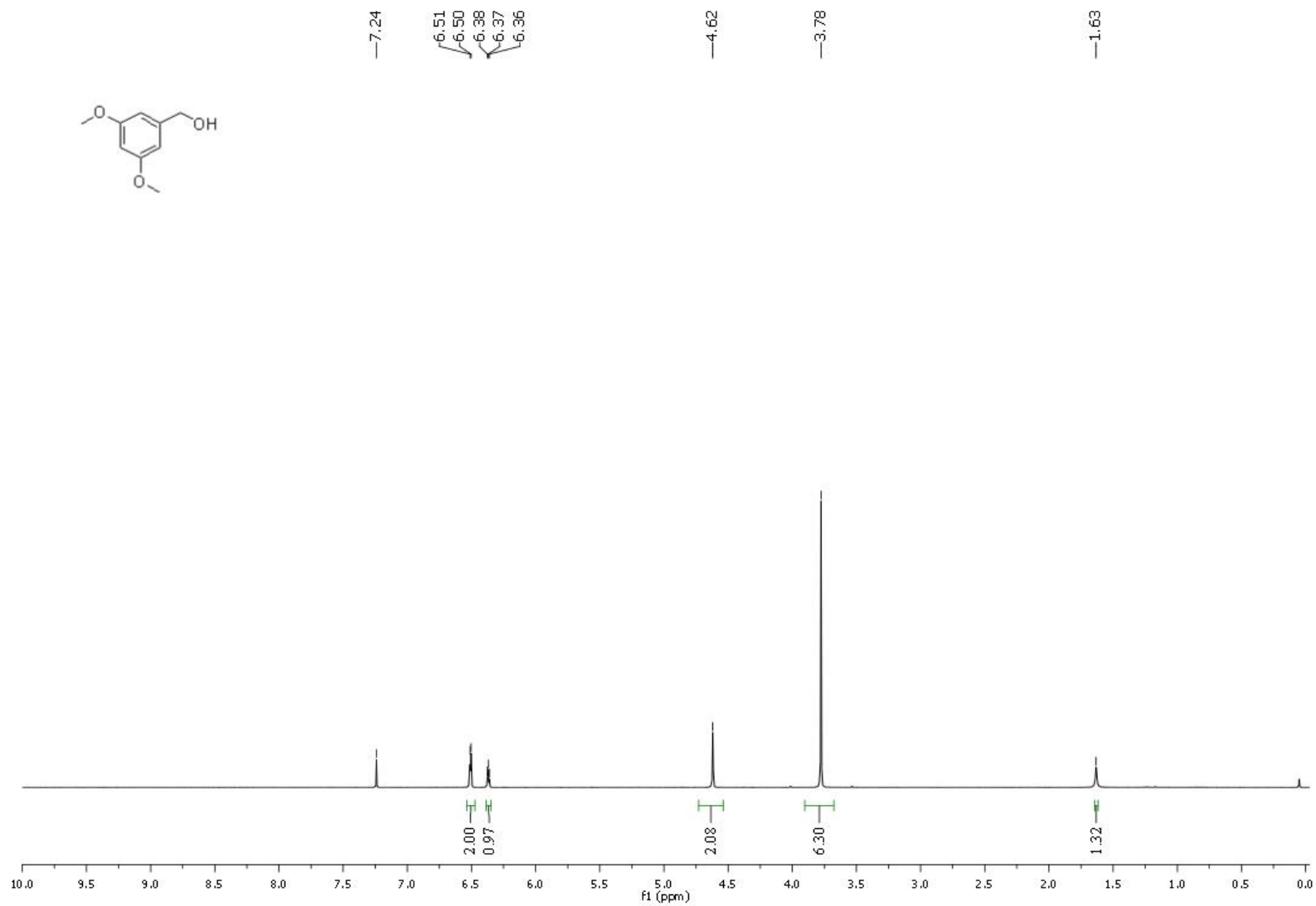
3,5-dimethoxybenzaldehyde: To a solution of (3,5-dimethoxyphenyl)methanol (1.00 g, 5.9 mmol) in anhydrous DCM (30 mL) was slowly added Dess-Martin periodinane (3.00 g, 7.1 mmol) at  $0^\circ\text{C}$ . The reaction mixture was filtered through celite and washed with a saturated aqueous solution of  $\text{NaHCO}_3$  (20 mL) containing  $\text{NaS}_2\text{O}_3$  (2.5 g). The organic layer was separated, and the aqueous layer extracted with MTBE. The combined organic layers were dried with  $\text{MgSO}_4$ , filtered and concentrated under reduced pressure. The residue was purified by column chromatography ( $\text{SiO}_2$ , hexane / MTBE 9 : 1) to afford 3,5-dimethoxybenzaldehyde (974 mg, 5.9 mmol, >96 %) as a colourless solid. Mp  $45\text{--}48^\circ\text{C}$  (47-

47.5°C<sup>1</sup>); <sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) δ 9.86 (s, 1H), 6.96 (d, *J* = 2.3, 2H), 6.66 (t, *J* = 2.3, 1H), 3.80 (s, 6H), 3.49 (s, 6H); <sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) δ 191.9, 161.4, 138.6, 107.3, 107.3, 55.8; MS (EI) *m/z* 166 ([M]<sup>+</sup>, 100%), 149 (46%), 135 (37%); HRMS (EI) calcd for C<sub>9</sub>H<sub>10</sub>O<sub>3</sub> [M]<sup>+</sup>: 166.0630, found: 168.0623.

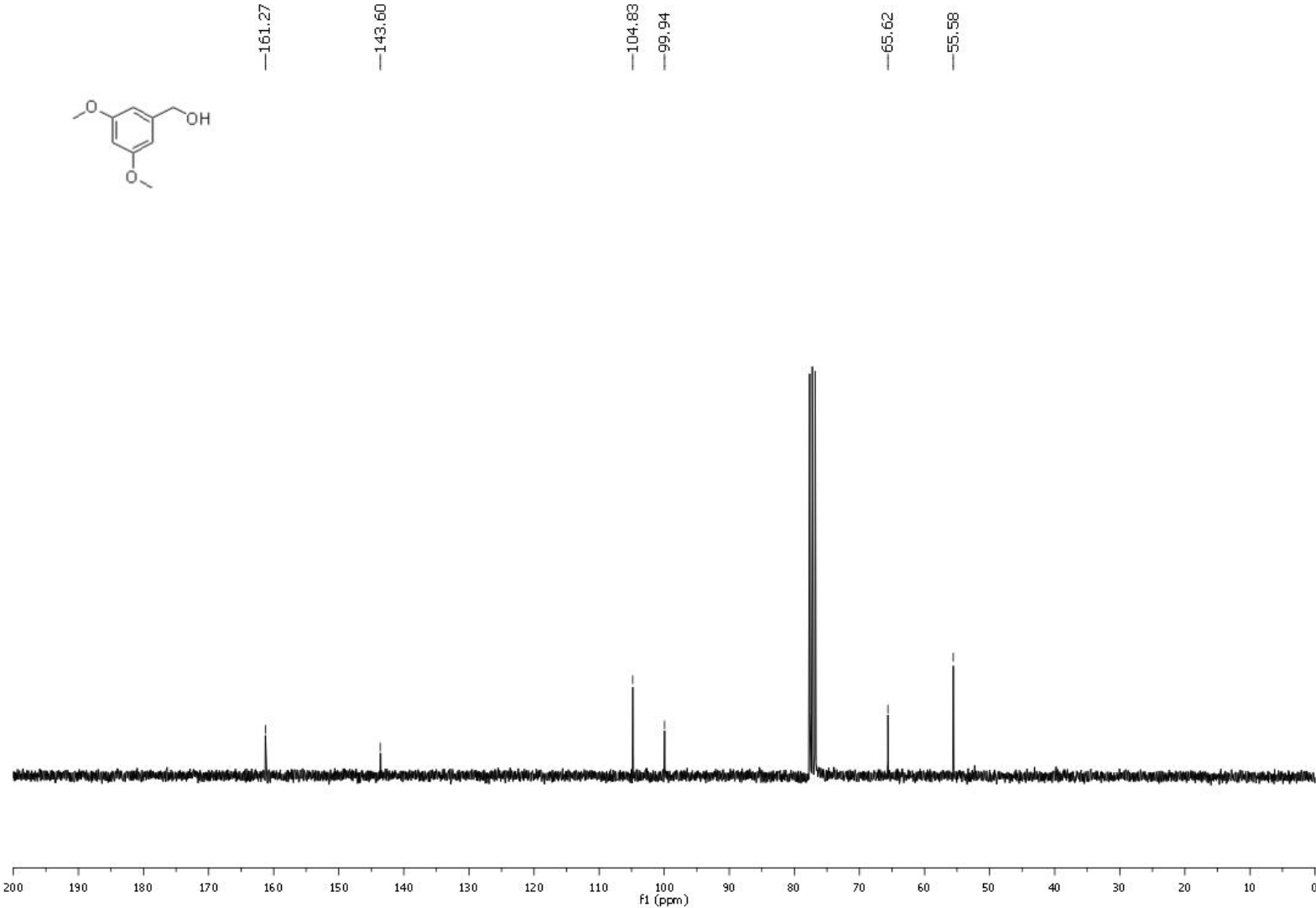
*1,3-Dimethoxy-5-vinylbenzene (4j)*: To a suspension of [PPh<sub>3</sub>CH<sub>3</sub>]Br (2.32 g, 6.5 mmol) in anhydrous THF (30 mL) was added slowly NaH (60% dispersion in mineral oil) (0.26 g, 6.5 mmol). The suspension was heated to reflux for 1 h, and then cooled to ambient temperature, followed by addition of 3,5-dimethoxybenzaldehyde (0.90 g, 5.4 mmol) from the previous step. The solution was heated to reflux for 2 h. The reaction mixture was washed with saturated aqueous Na<sub>2</sub>CO<sub>3</sub> solution (20 mL), and the aqueous layer was extracted with MTBE. The combined organic layers were dried with MgSO<sub>4</sub>, filtered and concentrated under reduced pressure. The residue was purified by column chromatography (SiO<sub>2</sub>, hexane / MTBE 3 : 1) to afford **4j** (869 g, 5.3 mmol, >96 %) as a colourless oil. <sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) δ 6.65 (d, *J* = 17.5, 10.8 1H), 6.57 (d, *J* = 2.3, 2H), 6.39 (t, *J* = 2.3, 1H), 5.73 (dd, *J* = 17.5, 0.8, 1H), 5.25 (d, *J* = 10.8, 0.7, 1H), 3.81 (s, 6H); <sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) δ 160.9, 139.6, 136.9, 114.3, 104.4, 100.11, 55.3; MS (EI) *m/z* 164 (27%), 57 (63%), 43 ([M]<sup>+</sup>, 100%); HRMS (EI) calcd for C<sub>10</sub>H<sub>12</sub>O<sub>2</sub> [M]<sup>+</sup>: 164.0837, found: 168.0841.

<sup>1</sup> N. Jana and S. Nanda, *Eur. J. Org. Chem.*, 2012, 4313–4320.

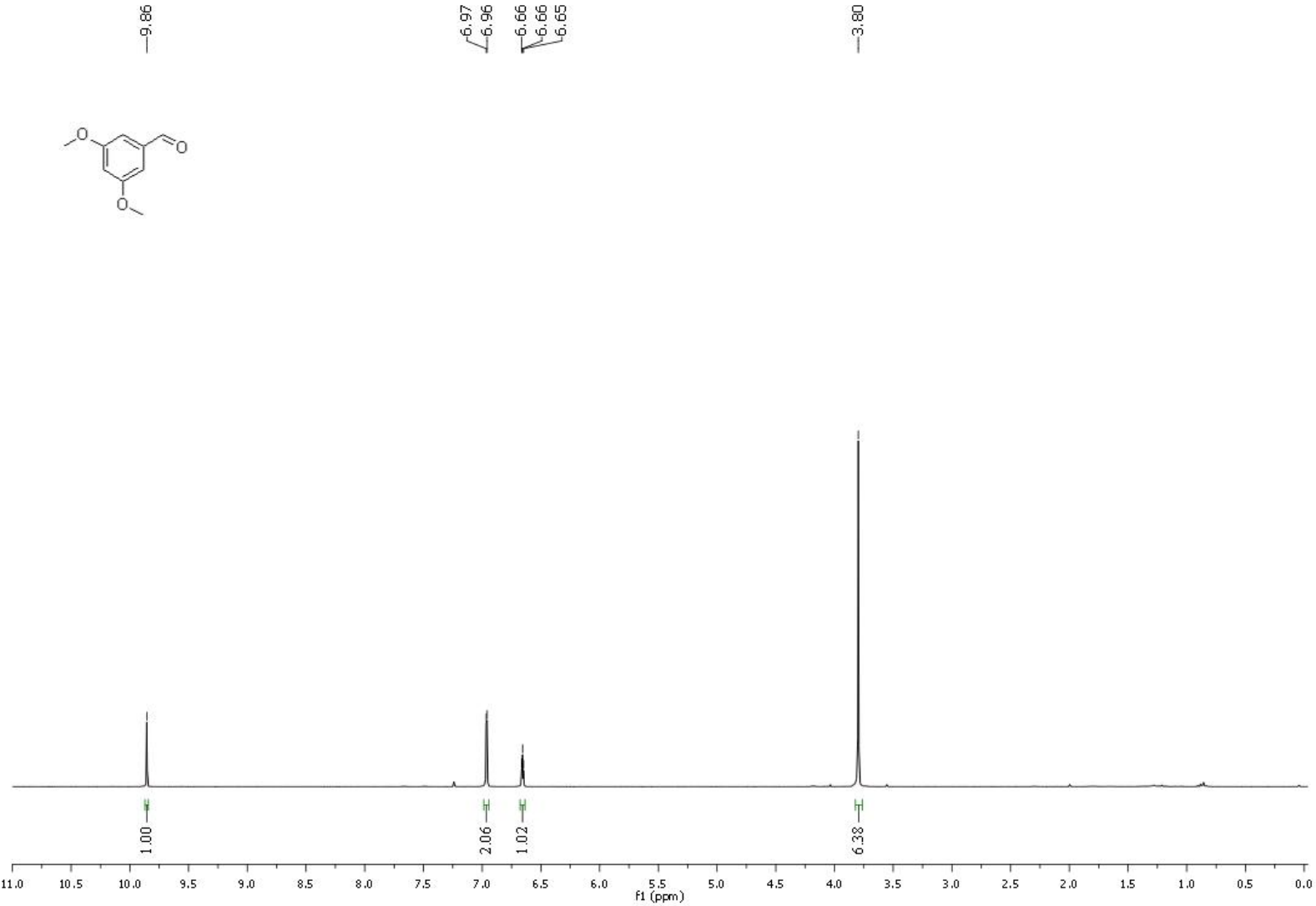
$^1\text{H}$  NMR (300 MHz,  $\text{CDCl}_3$ ) of (3,5-dimethoxyphenyl)methanol



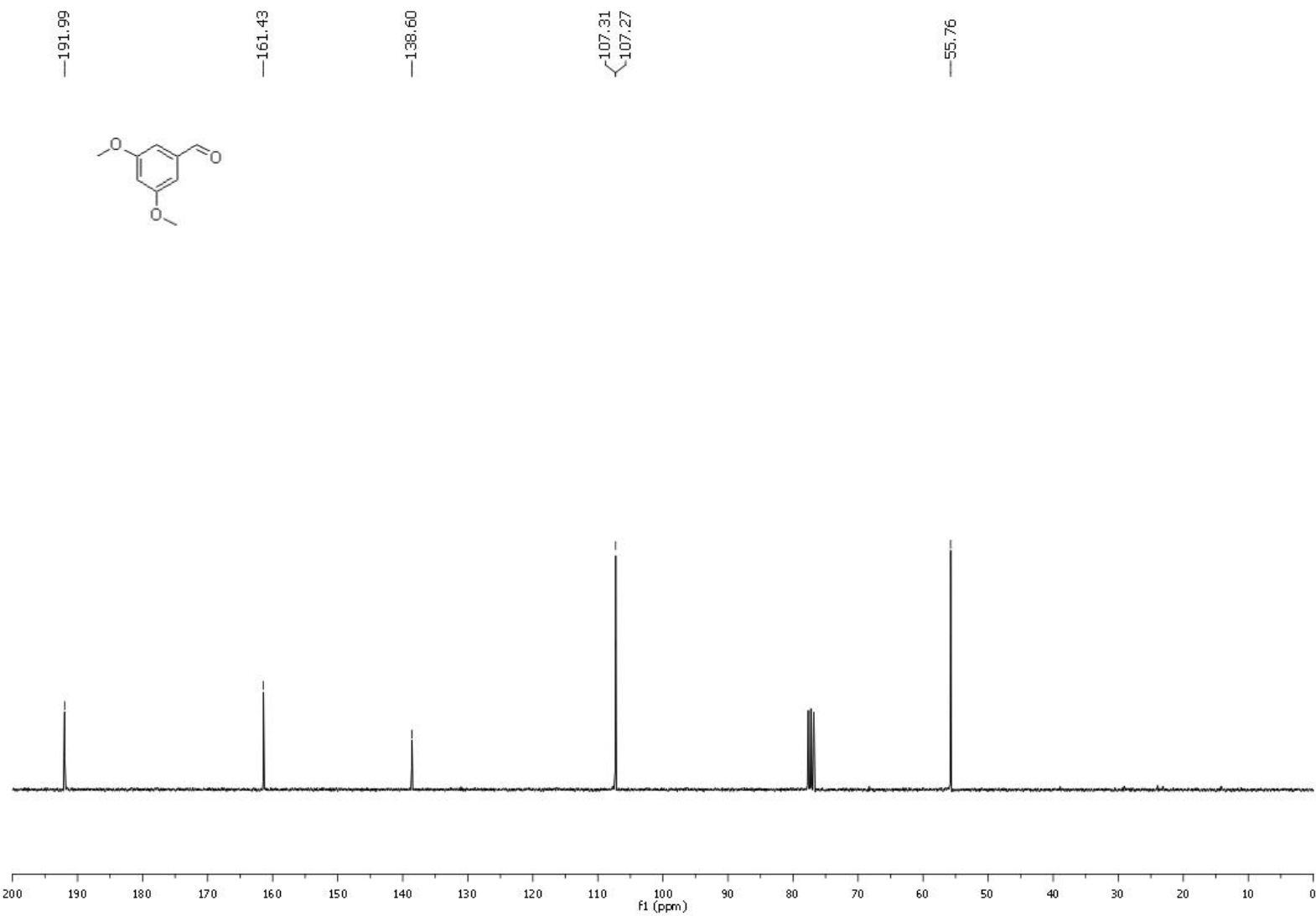
<sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) of (3,5-dimethoxyphenyl)methanol



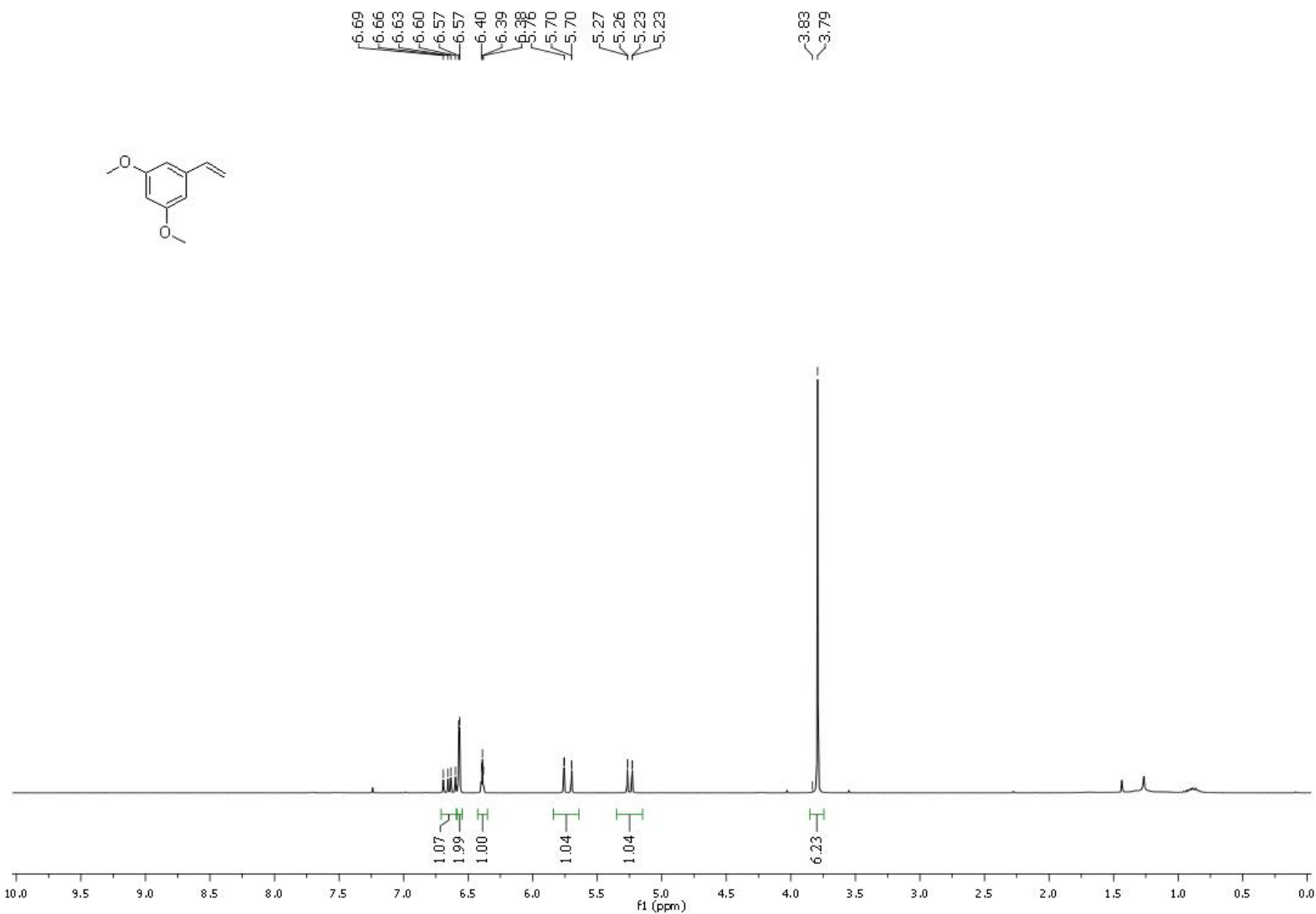
<sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) of 3,5-dimethoxybenzaldehyde



<sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) of 3,5-dimethoxybenzaldehyde

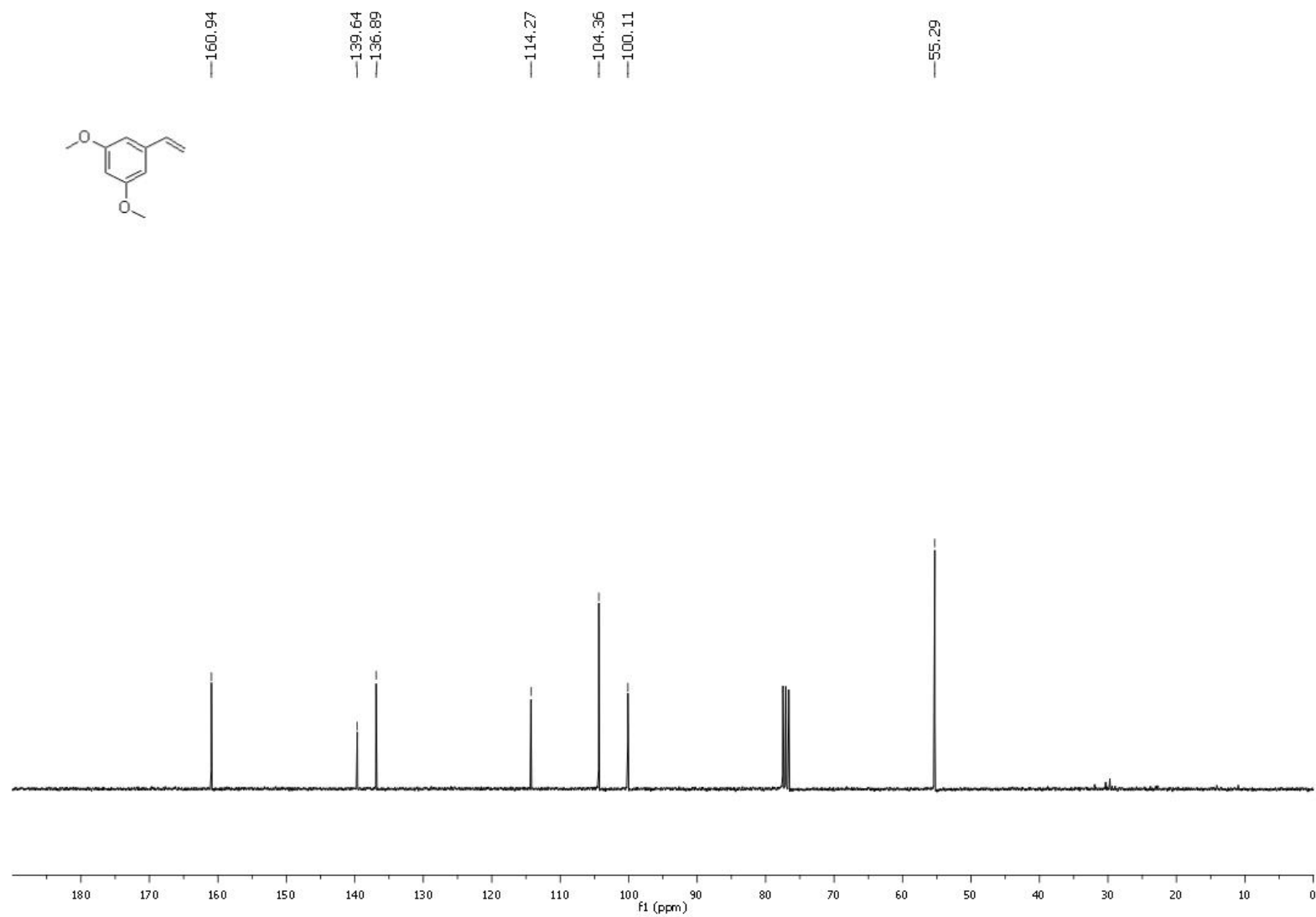


<sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) of **4j**

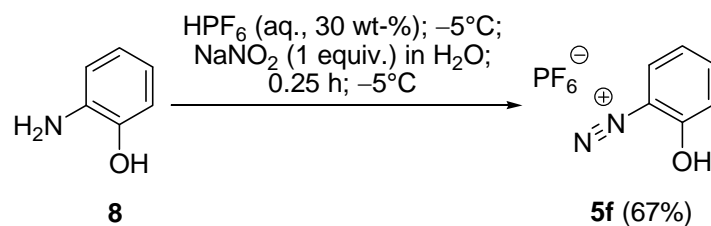




<sup>13</sup>C NMR (75 MHz, CDCl<sub>3</sub>) of **4j**



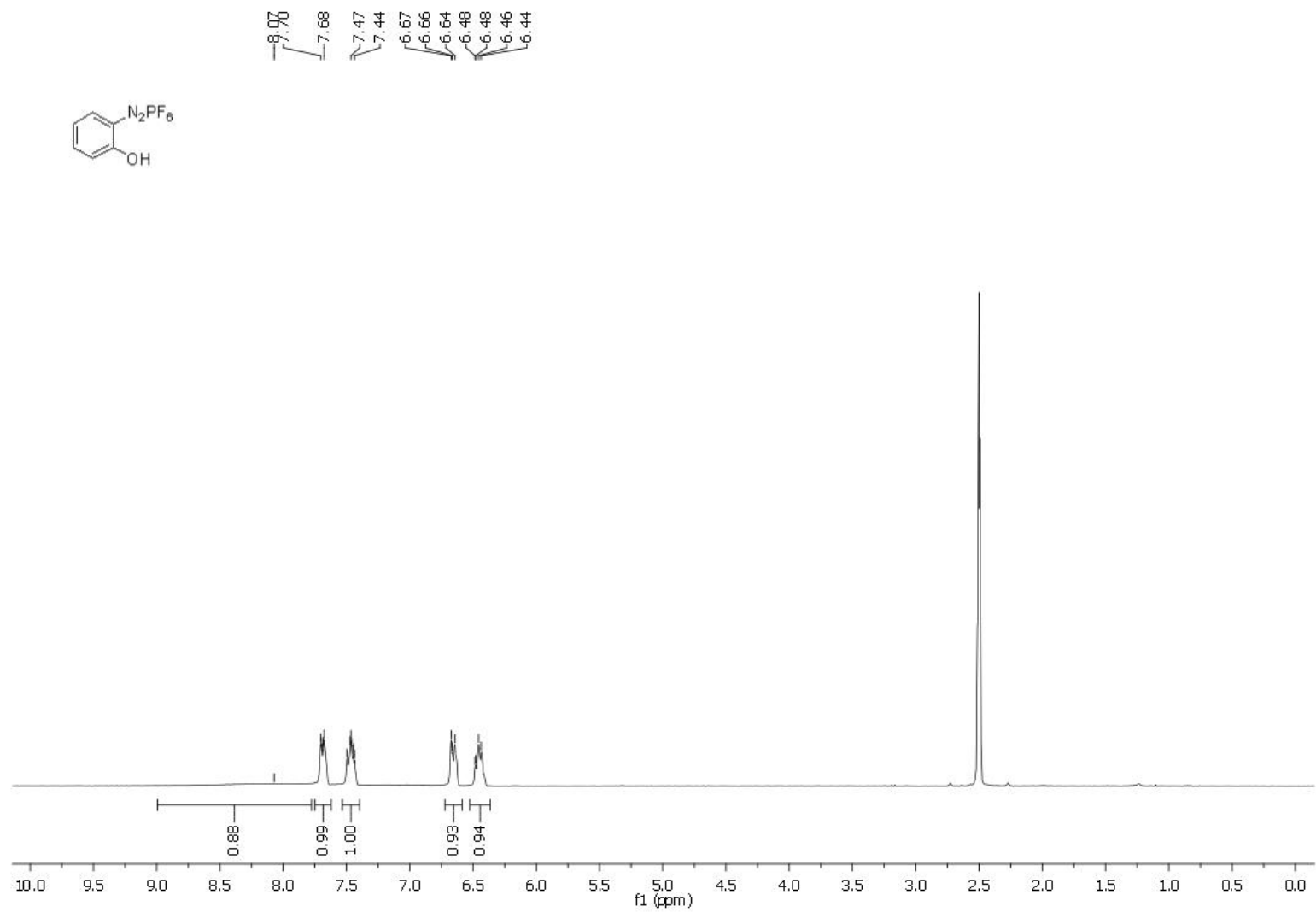
### C Synthesis, characterization data and spectra for 5f<sup>2</sup>



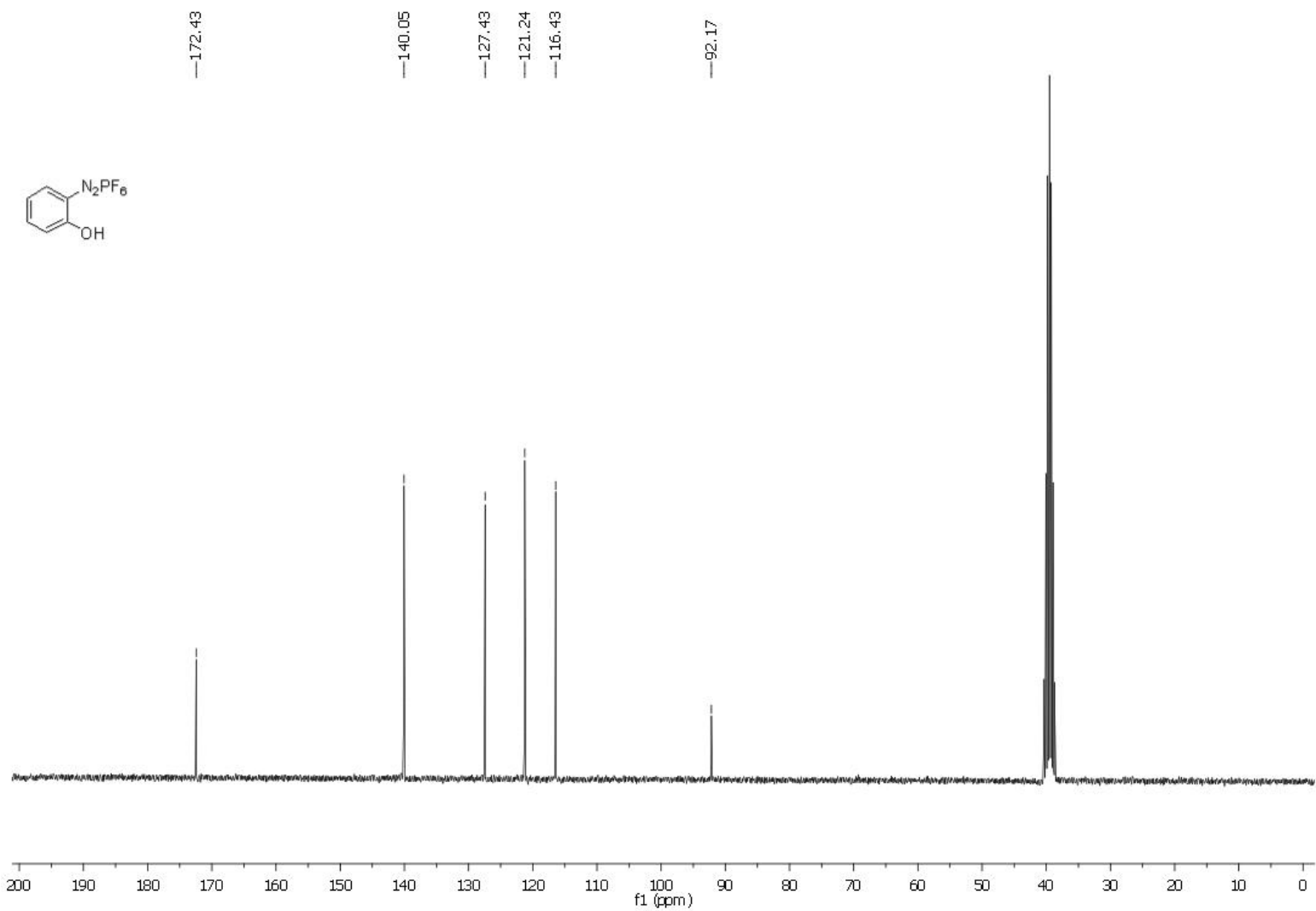
*Ortho*-aminophenol (2.73 g, 25.0 mmol) was dissolved in aqueous HPF6 (30 wt-%, 11.0 mL) and cooled to  $-5^{\circ}\text{C}$ . A solution of  $\text{NaNO}_2$  (1.73 g, 25.0 mmol) in water (4 mL) was added slowly added at this temperature, and the resulting suspension was stirred for 15 min., filtered through a Büchner-funnel and dried under air. The solid was washed with methanol/MTBE mixture (1 : 4) and dried to furnish 5f (4.46 g, 16.7 mmol, 67%) as a yellow solid.  $^1\text{H}$  NMR (300 MHz,  $\text{DMSO-}d_6$ )  $\delta$  8.07 (s, 1H), 7.69 (m, 1H), 7.46 (m, 1H), 6.66 (m, 1H), 6.46 (m, 1H);  $^{13}\text{C}$  NMR (75 MHz,  $\text{DMSO-}d_6$ )  $\delta$  172.4 (1), 140.0 (0), 127.4 (0), 121.2 (0), 116.4 (0), 92.1 (1); MS (ESI)  $m/z$  63 (91%), 92 (37%), 107 (100%), 120 ( $[\text{M}]^+$ , 23%); HRMS (ESI) calcd for  $\text{C}_6\text{H}_5\text{N}_2\text{O}$   $[\text{M}]^+$ : 121.0402, found: 121.0404; IR (KBr-disc)  $\nu$  3102 (m), 2196 (s), 1609 (s), 1514 (s).

<sup>2</sup> E. D. Coy B, L. Jovanovic and M. Sefkow, *Org. Lett.*, 2010, **12**, 1976-1979.

<sup>1</sup>H NMR (300 MHz, DMSO-*d*<sub>6</sub>) of **5f**



<sup>13</sup>C NMR (75 MHz, DMSO-*d*<sub>6</sub>) of **5f**

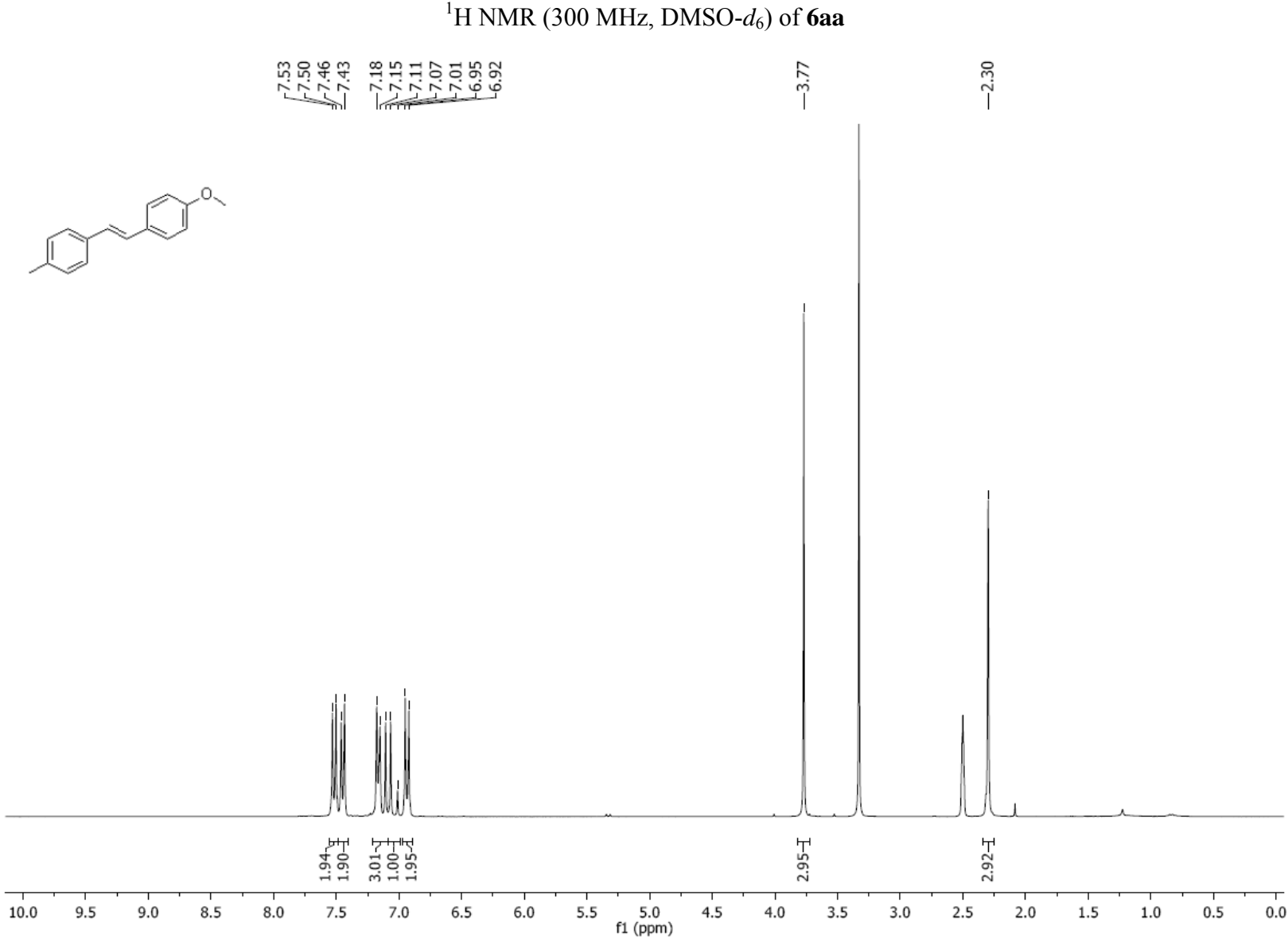


## D References for known stilbenes 6 and NMR-Spectra for stilbenes 6

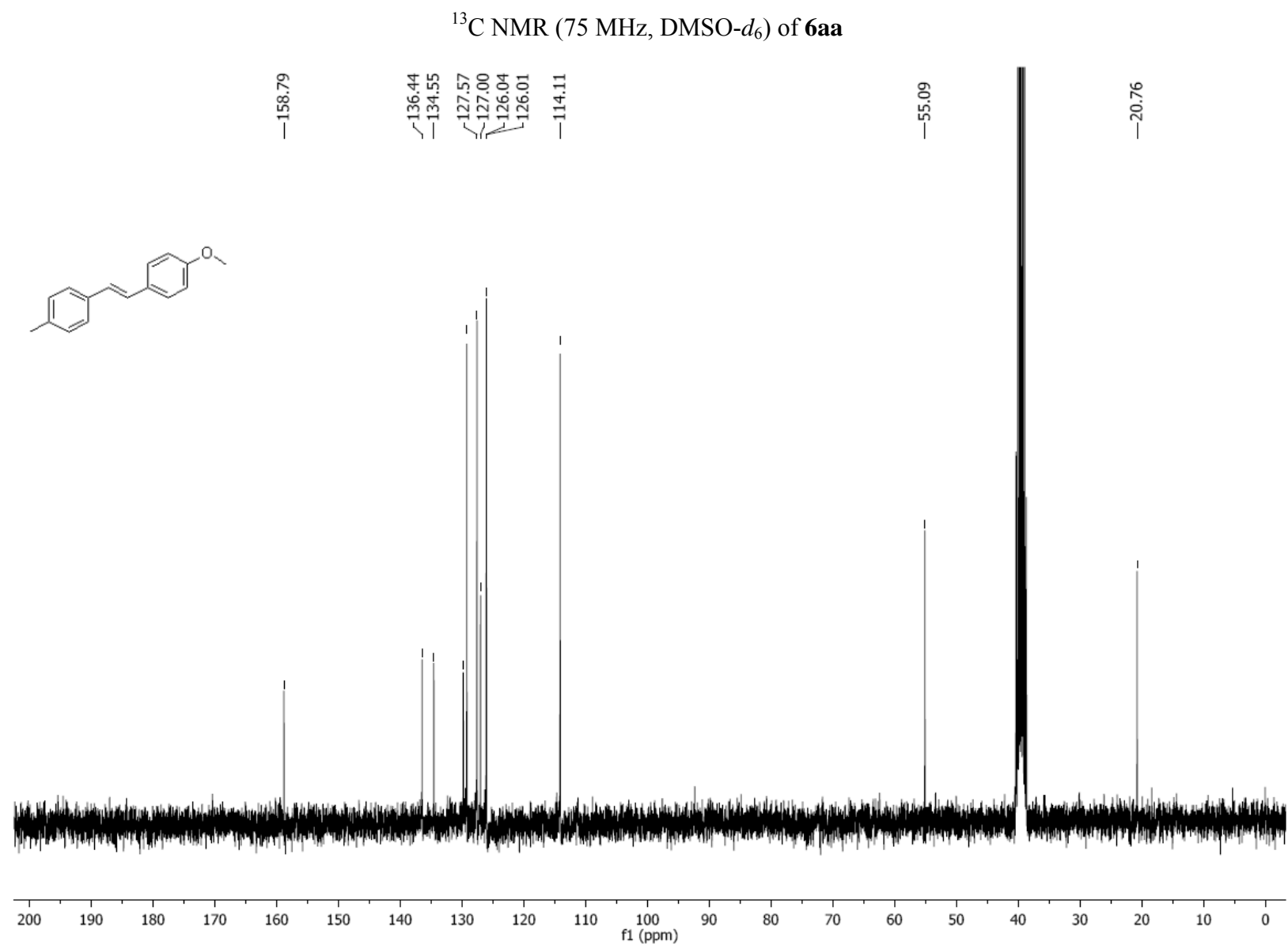
No.	Known?	Reference	Location in paper
<b>6aa</b>	Yes	S. S. Siewert and L. H. Spangler, <i>J. Phys. Chem</i> , 1995, <b>99</b> , 9316-9324.	Table 1
<b>6ab</b>	Yes	J.-E. Dubois and M.-F. Ruasse, <i>J. Org. Chem</i> , 1973, <b>38</b> , 493-499.	Table 1
<b>6ba</b>	Yes	D. L. Vander Jagt, L. M. Deck, US2007/249647 A1, <b>2007</b> .	Table 1
<b>6bb</b>	Yes	T. P. Schulz, T. F. Hubbard, L. H. Jin, T. H. Fisher, D. D. Nicholas, <i>Phytochemistry</i> , 1990, <b>29</b> , 1501–1507.	Table 1
<b>6ca</b>	Yes	R. Quelet, J. Hoch, C. Borgel, M. Mansouri, R. Pineau, E. Tchiroukine, N. Vinot, <i>Bull. Soc. Chim. Fr.</i> , 1956, 26-29.	Table 1
<b>6cb</b>	Yes	T. Narendar, K. Papi Reddy, G. Madhur <i>Synthesis</i> , 2009, 3791–3796.	Table 1
<b>6da</b>	Yes	D. L. Vander Jagt, L. M. Deck, US2007/249647 A1, <b>2007</b> .	Table 1
<b>6db</b>	Yes	J.-E. Dubois and M.-F. Ruasse, <i>J. Org. Chem</i> , 1973, <b>38</b> , 493-499.	Table 1
<b>6ea</b>	Yes	J. Velder, S. Ritter, J. Lex and H.-G. Schmalz, <i>Synthesis</i> , 2006, 273-278.	Table 1
<b>6eb</b>	Yes	S. Chang, Y. Na, H. J. Shin, E. Choi and L. S. Jeong, <i>Tetrahedron Lett.</i> , 2002, <b>43</b> , 7445-7448	Table 1
<b>6fa</b>	Yes	J. F. Civicos, D. A. Alonso, and C. Najera, <i>Adv. Synth. Catal.</i> , 2011, <b>353</b> , 1683-1687.	Table 1
<b>6fb</b>	Yes	J. F. Civicos, D. A. Alonso, and C. Najera, <i>Adv. Synth. Catal.</i> , 2011, <b>353</b> , 1683-1687.	Table 1
<b>6ga</b>	Yes	P. Colbon, J. H. Barnard, I. Kozhevnikov, J. Xiao, M. Purdie and K. Mulholland, <i>Adv. Synth. Catal.</i> , 2012, <b>354</b> , 1395-1400.	Table 1
<b>6gb</b>	Yes	V. Diemer, H. Chaumeil, A. Defoin and C. Carre, <i>Synthesis</i> , 2007, 3333-3338.	Table 1
<b>6ha</b>	No	--	Table 1
<b>6hb</b>	No	--	Table 1
<b>6ia</b>	No	--	Table 1
<b>6ib</b>	No	--	Table 1
<b>6ja</b>	Yes	G. A. Molander and D. L. Sandrock, <i>Org. Lett.</i> , 2009, <b>11</b> , 2369-2372.	Table 1
<b>6jb</b>	Yes	F. Orsini, L. Verotta, M. Lecchi, R. Restano, G. Curia, E. Radaelli and E. Wanke, <i>J. Nat. Prod.</i> , 2004, <b>67</b> , 421-426.	Table 1
<b>1</b>	Yes	J. A. Morales-Serna, A. Zuniga-Martinez, M. Salmon, R. Gavino and J. Cardenas, <i>Synthesis</i> , 2012, <b>44</b> , 446-452.	Scheme 1

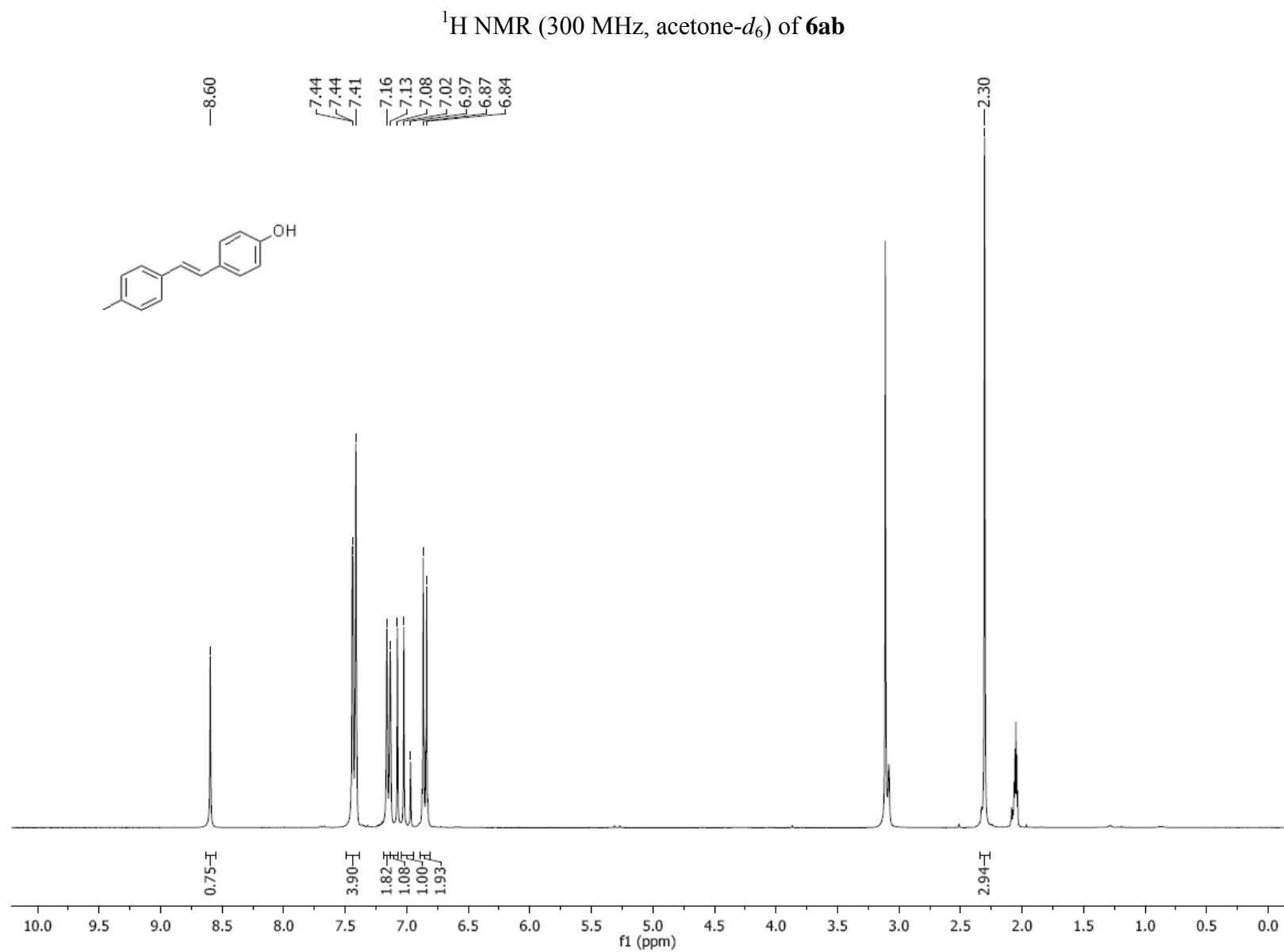
<b>6ac</b>	Yes	B. R. Buckley and S. P. Neary, <i>Tetrahedron</i> , 2010, <b>66</b> , 7988-7994.	Table 2
<b>6cc</b>	Yes	P. Colbon, J. H. Barnard, I. Kozhevnikov, J. Xiao, M. Purdie and K. Mulholland, <i>Adv. Synth. Catal.</i> , 2012, <b>354</b> , 1395-1400.	Table 2
<b>6dc</b>	No	--	Table 2
<b>6gc</b>	Yes	K. Motoshima, T. Noguchi-Yachide, K. Sugita, Y. Hashimoto, and M. Ishikawa, <i>Bioorg. Med. Chem.</i> , 2009, <b>17</b> , 5001–5014.	Table 2
<b>6ae</b>	Yes	P. Srinivas, K. Srinivas, P. R. Likhar, M. L. Kantam, B. Sridhar, K. V. Mohan and S. Bhargava, <i>J. Organomet. Chem.</i> , 2011, <b>696</b> , 795-801.	Table 3
<b>6be</b>	No	--	Table 3
<b>6ce</b>	Yes	M. Chalal, D. Vervandier-Fasseur, P. Meunier, H. Cattey and J.-C. Hierso, <i>Tetrahedron</i> , 2012, <b>68</b> , 3899-3907.	Table 3
<b>6de</b>	No	--	Table 3
<b>6fe</b>	Yes	P. Srinivas, K. Srinivas, P. R. Likhar, M. L. Kantam, B. Sridhar, K. V. Mohan and S. Bhargava, <i>J. Organomet. Chem.</i> , 2011, <b>696</b> , 795-801.	Table 3
<b>6ge</b>	Yes	P. S. Kendurkar and R. S. Tewari, <i>J. Organomet. Chem.</i> , 1973, <b>60</b> , 247-254.	Table 3
<b>6ff</b>	Yes	F. V. Singh and T. Wirth, <i>Synthesis</i> , 2012, <b>44</b> , 1171-1177.	Scheme 4
<b>9</b>	No	--	Scheme 6
<b>6ah</b>	No	--	Table 4
<b>6bg</b>	No	--	Table 4
<b>6bh</b>	No	--	Table 4
<b>6ch</b>	No	--	Table 4
<b>6dg</b>	No	--	Table 4
<b>6dh</b>	No	--	Table 4
<b>6fg</b>	Yes	R. F. Heck, <i>J. Am. Chem. Soc.</i> , 1968, <b>90</b> , 5518-5526.	Table 4
<b>6fh</b>	Yes	R. B. Chhor, K. A. Singh, B. Nosse and V. K. Tandon, <i>Synth. Commun.</i> , 2003, <b>33</b> , 2519-2530.	Table 4
<b>6gg</b>	Yes	J. Colonge and P. von Arx, <i>Bull. Soc. Chim. Fr.</i> , 1965, 1486-1489	Table 4
<b>6gh</b>	Yes	A. C. Bishop, D. Moore, T. S. Scanlan and K. M. Shokat, <i>Tetrahedron</i> , 1997, <b>53</b> , 11995-12004.	Table 4
<b>6ai</b>	No	--	Table 5
<b>6aj</b>	No	--	Table 5
<b>6bi</b>	No	--	Table 5
<b>6bj</b>	No	--	Table 5
<b>6ci</b>	No	--	Table 5

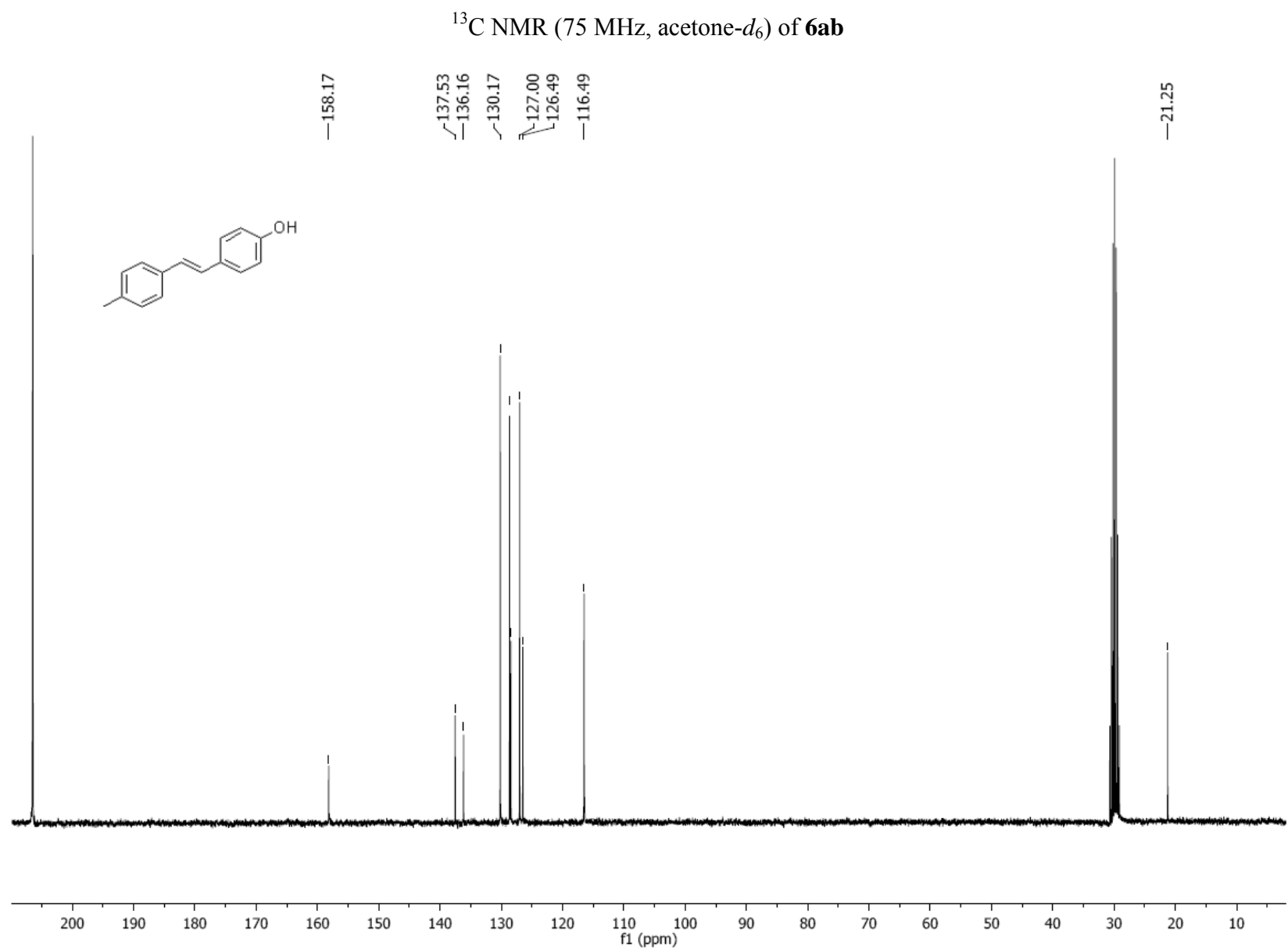
<b>6cj</b>	No	--	Table 5
<b>6di</b>	No	--	Table 5
<b>6dj</b>	No	--	Table 5
<b>6fi</b>	No	--	Table 5
<b>6fj</b>	No	--	Table 5
<b>6gi</b>	No	--	Table 5
<b>6gj</b>	No	--	Table 5
<b>6ak</b>	No	--	Table 6
<b>6bk</b>	No	--	Table 6
<b>6ck</b>	No	--	Table 6
<b>6dk</b>	No	--	Table 6
<b>6fk</b>	No	--	Table 6
<b>6gk</b>	No	--	Table 6
<b>6fm</b>	Yes	S. Shrestha, B. R. Bhattarai, B. Kafle, K.-H. Lee and H. Cho, <i>Bioorg. Med. Chem.</i> , 2008, <b>16</b> , 8643-8652.	Scheme 9

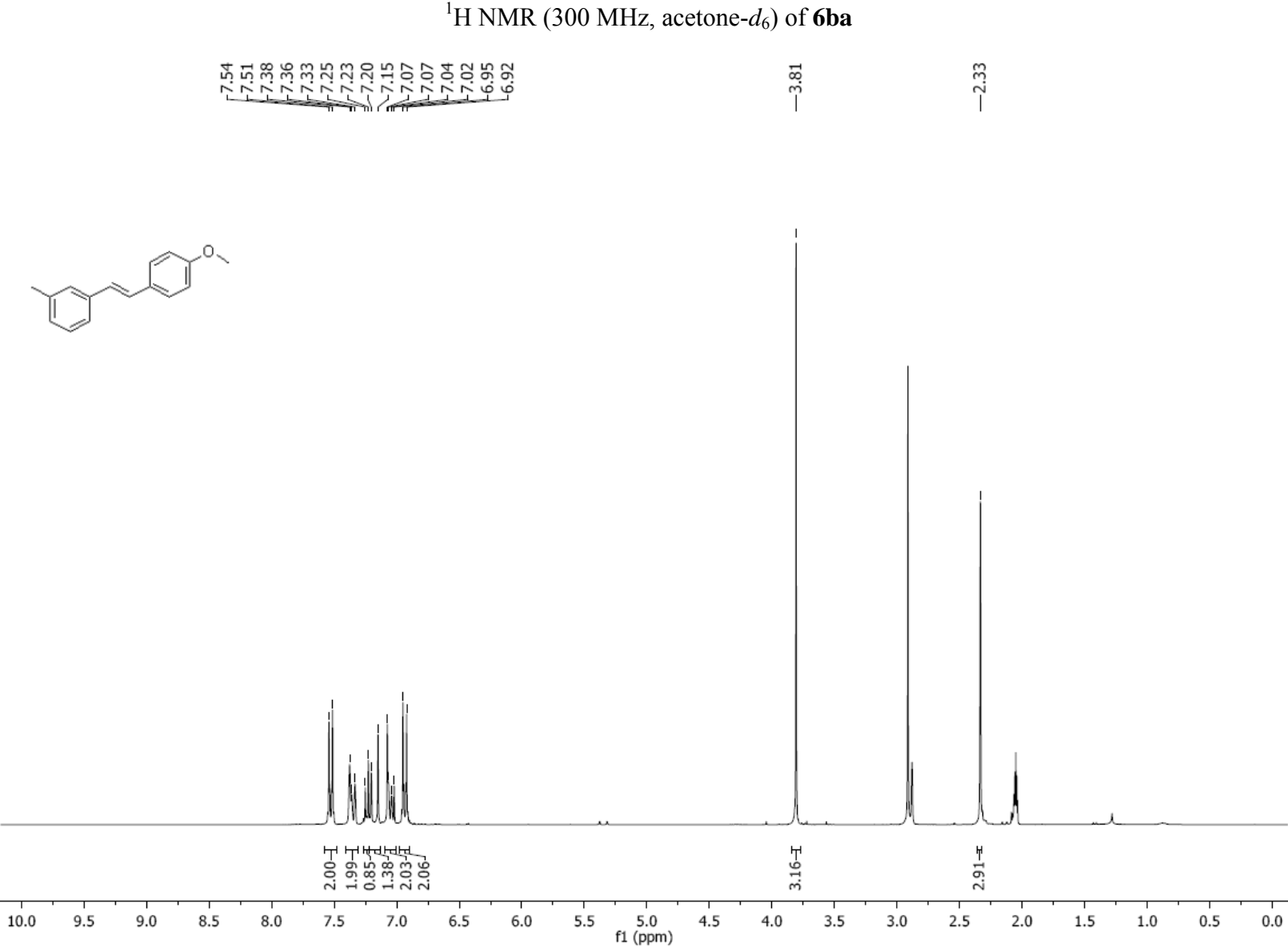


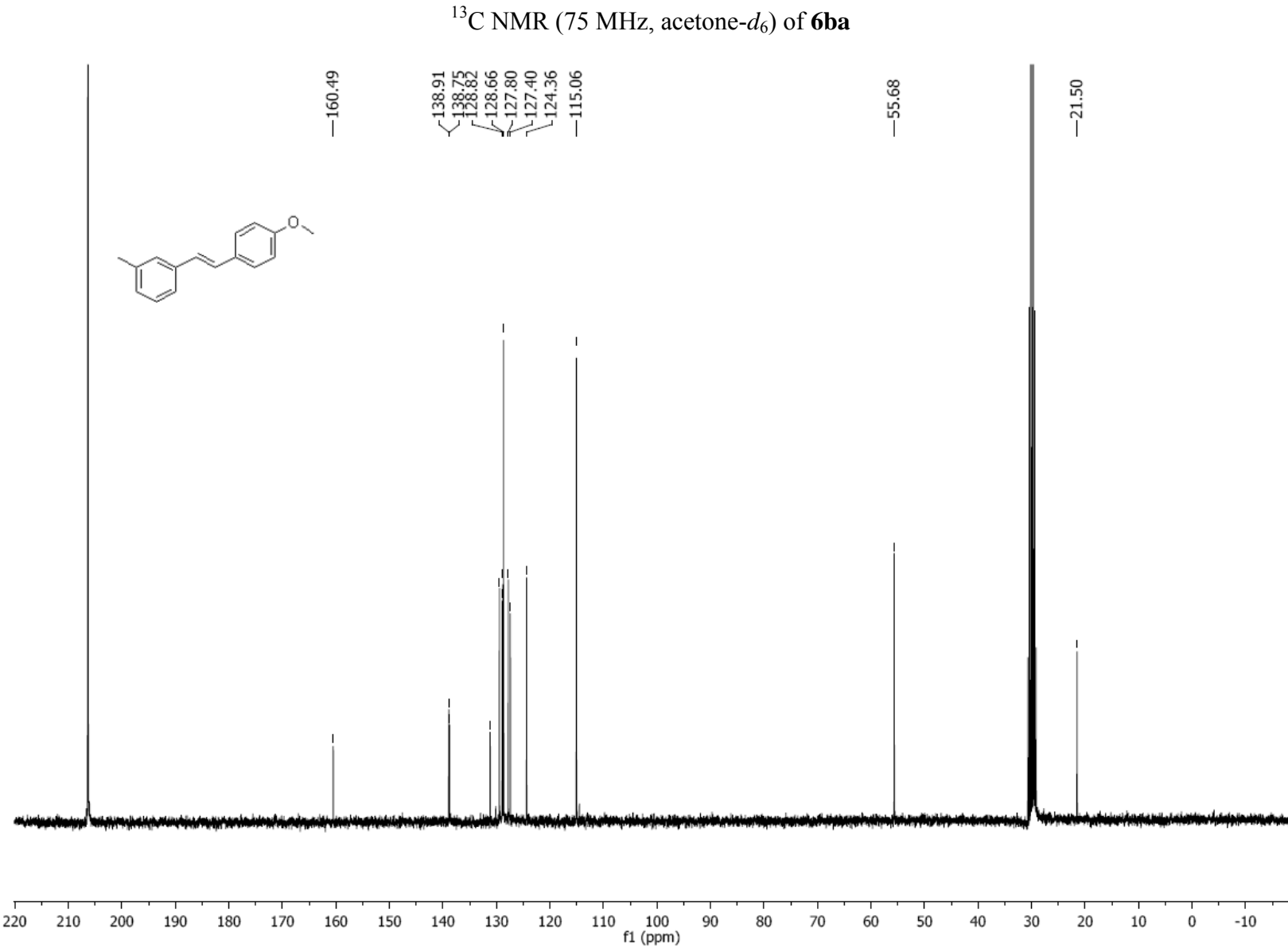


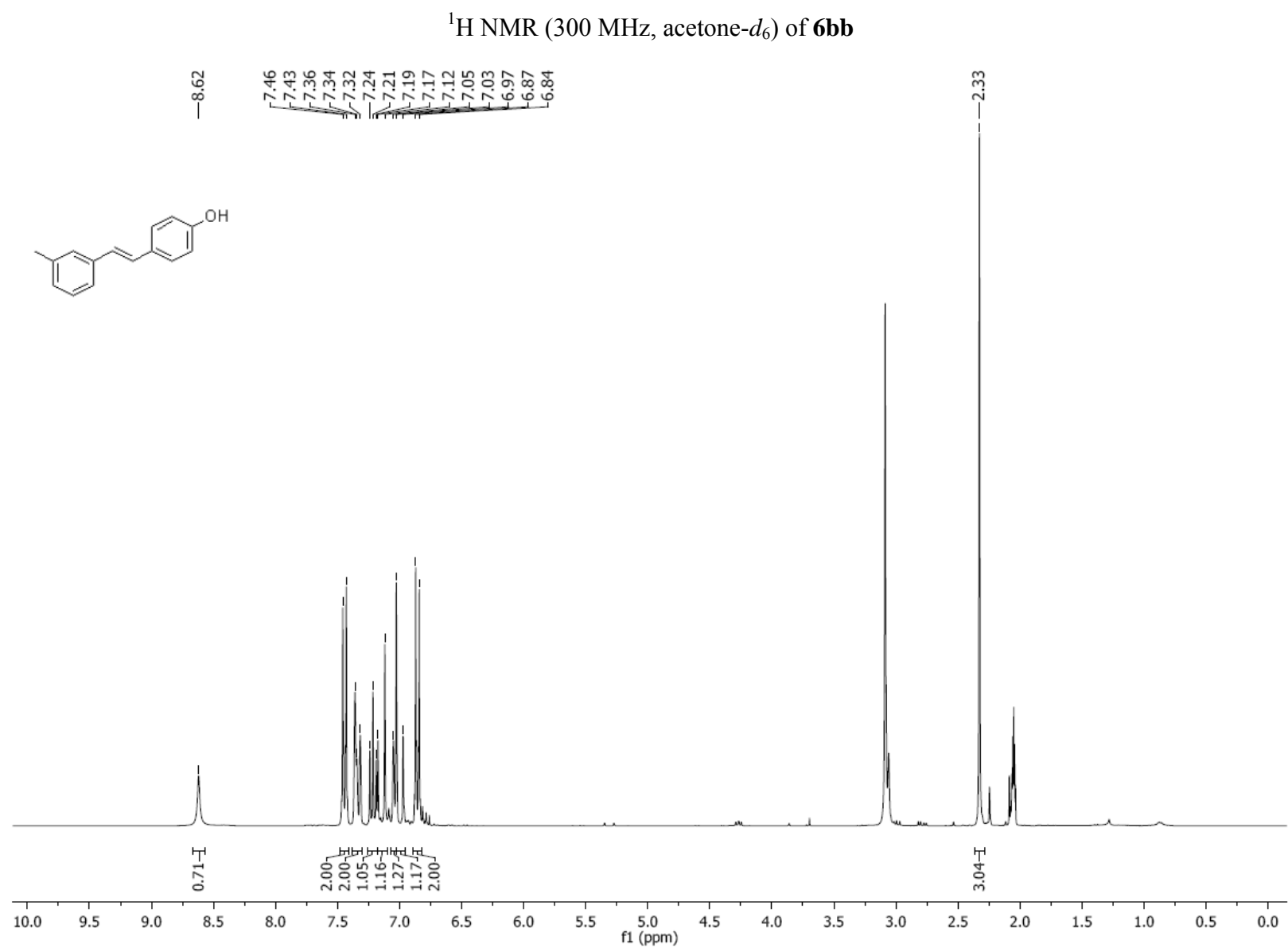


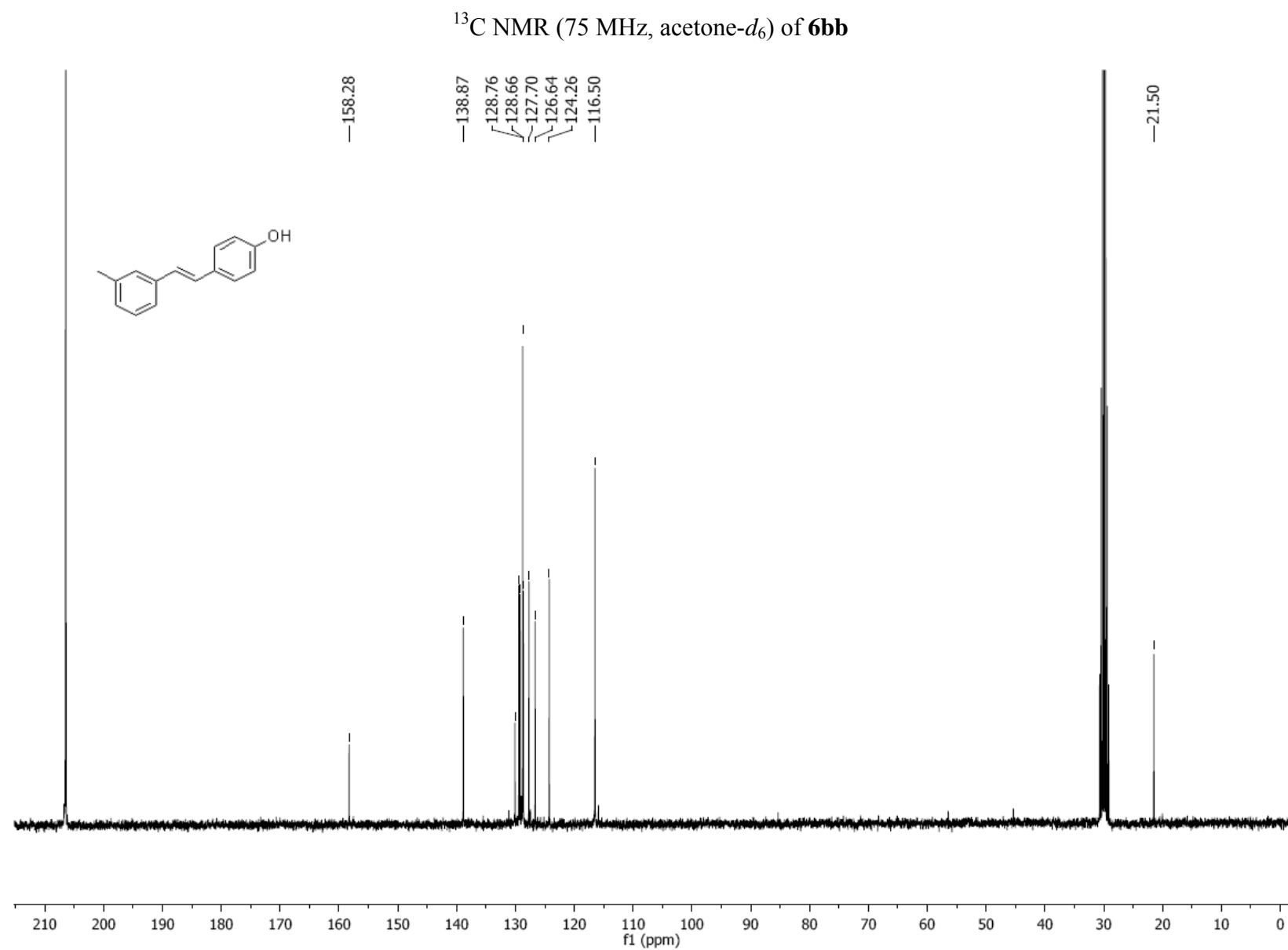


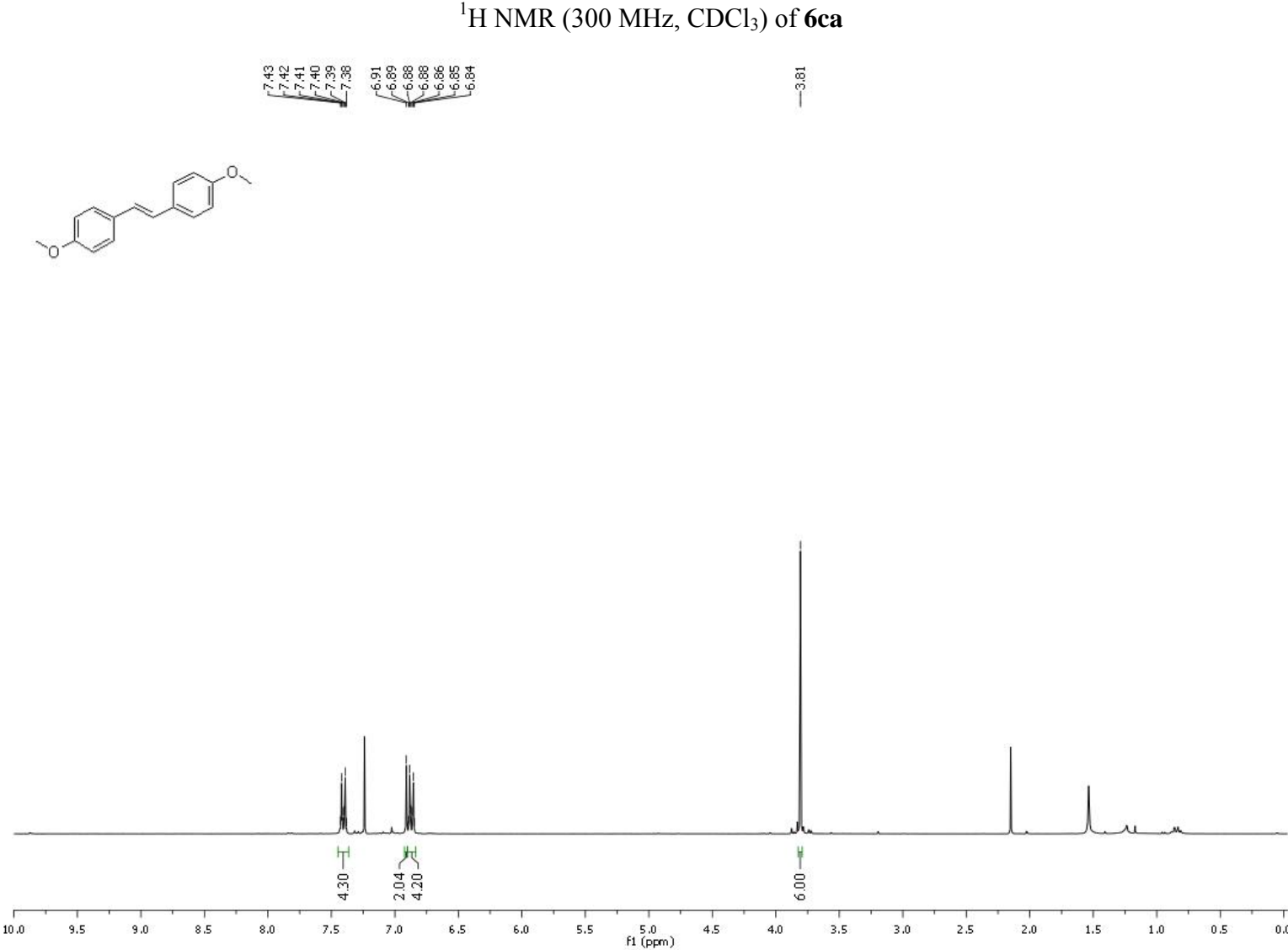




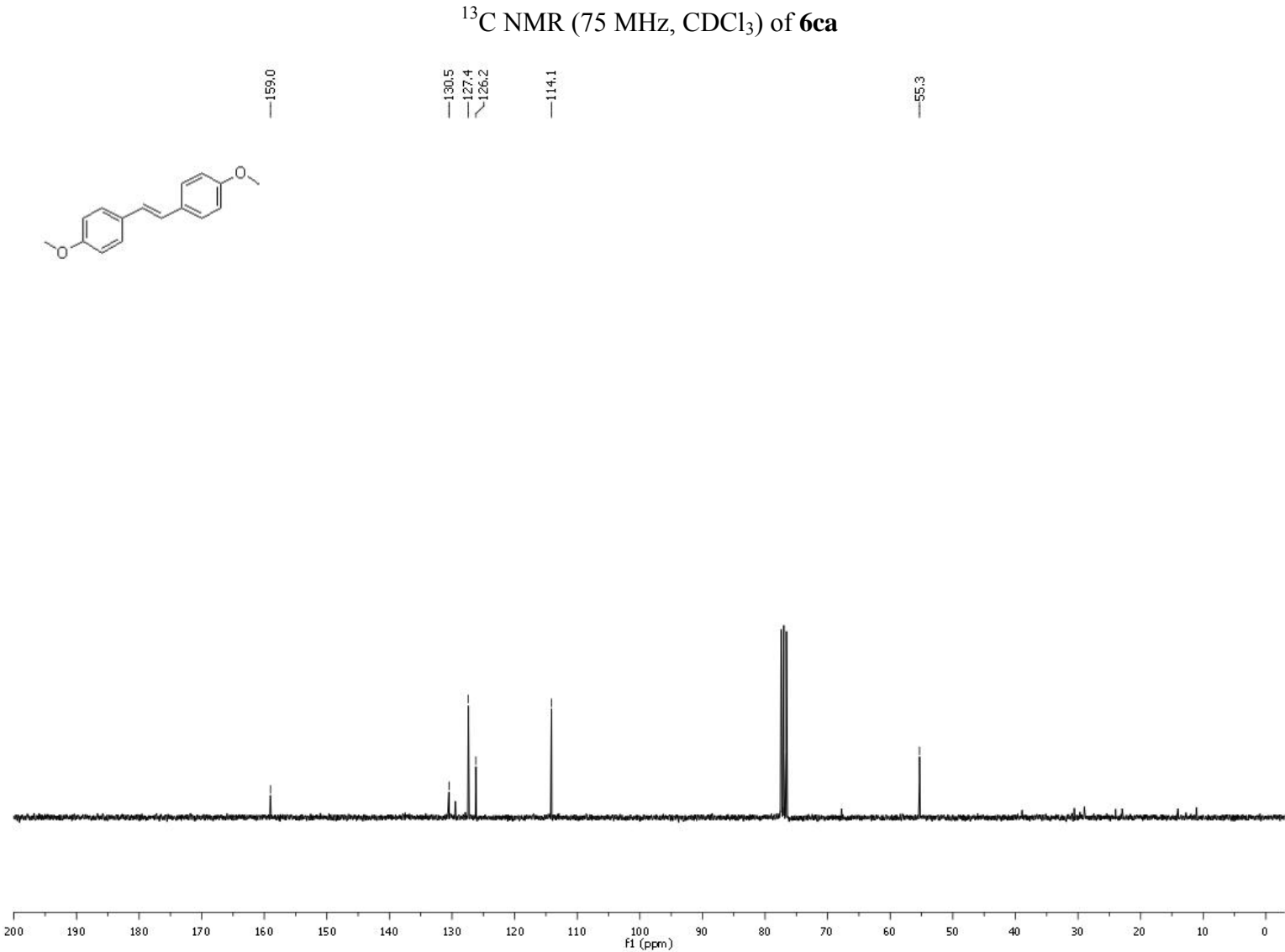


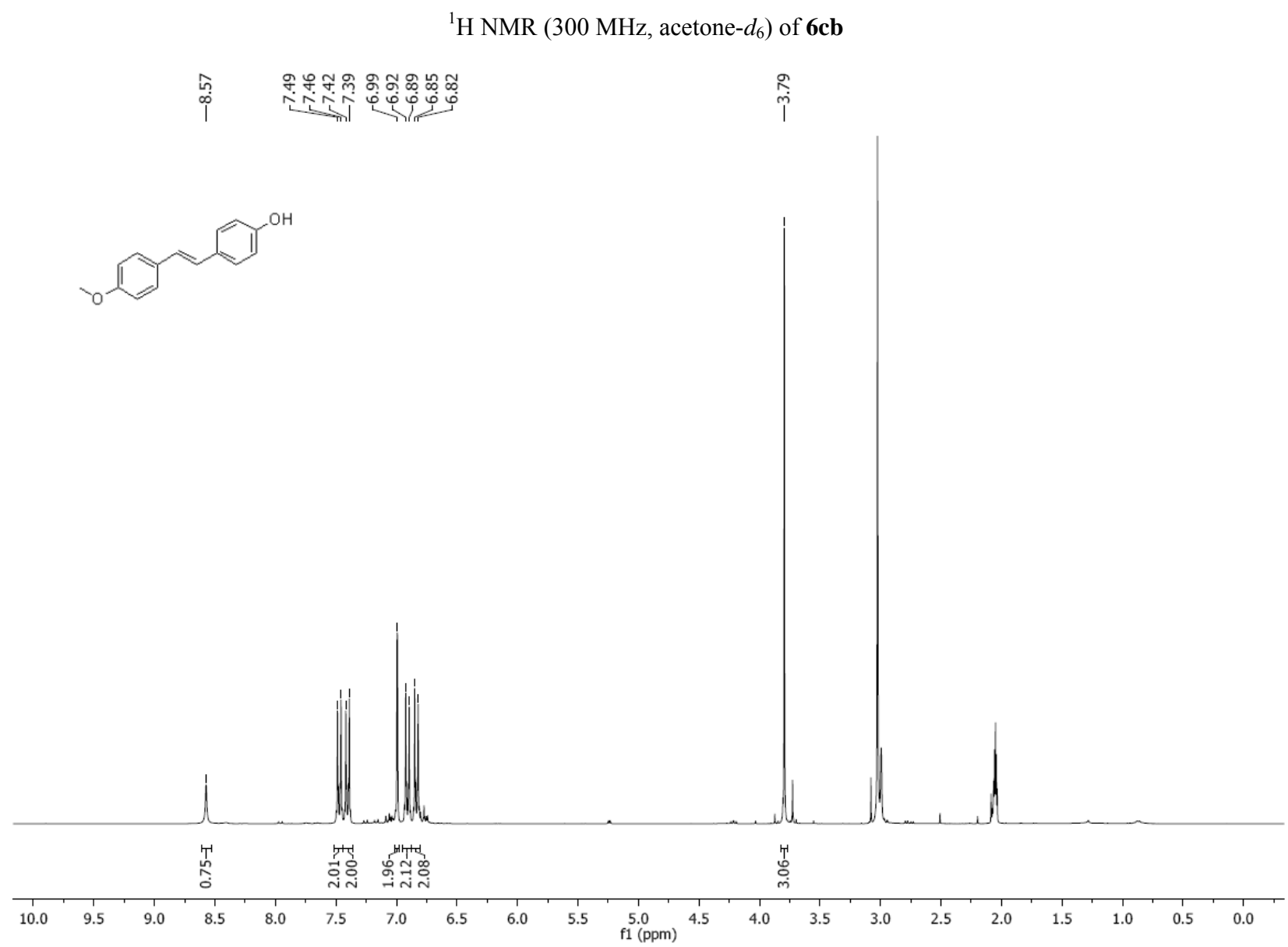


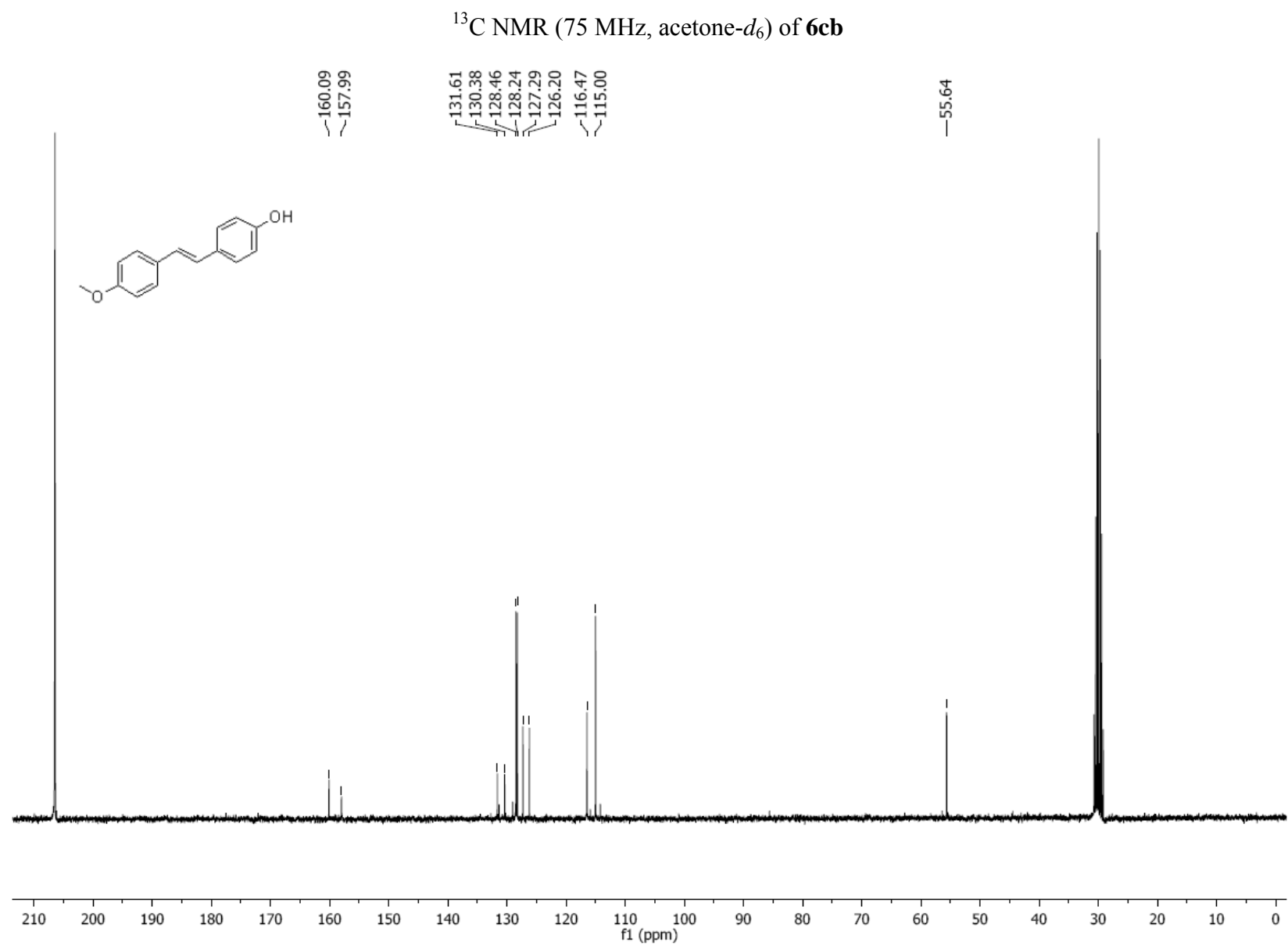


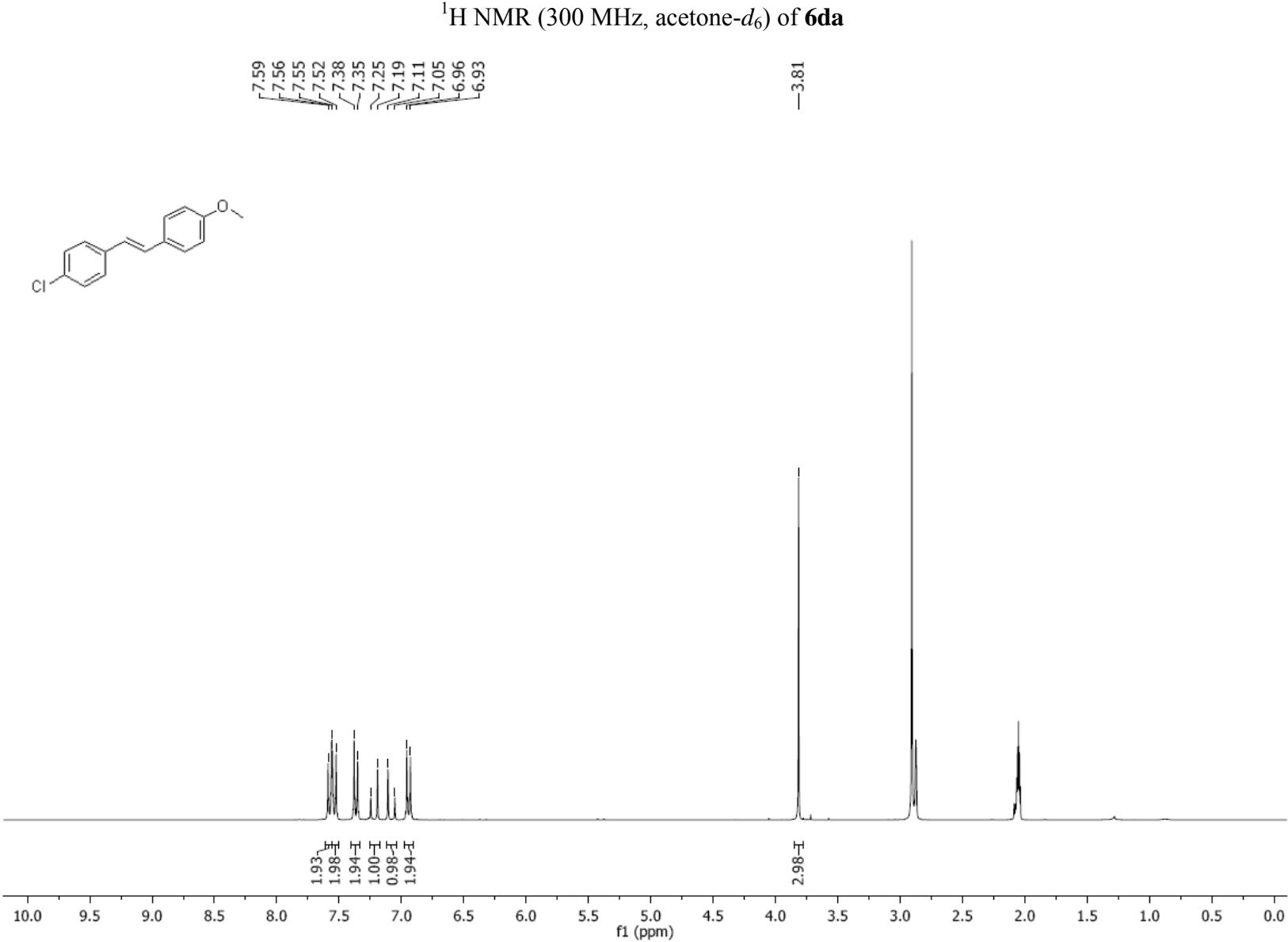


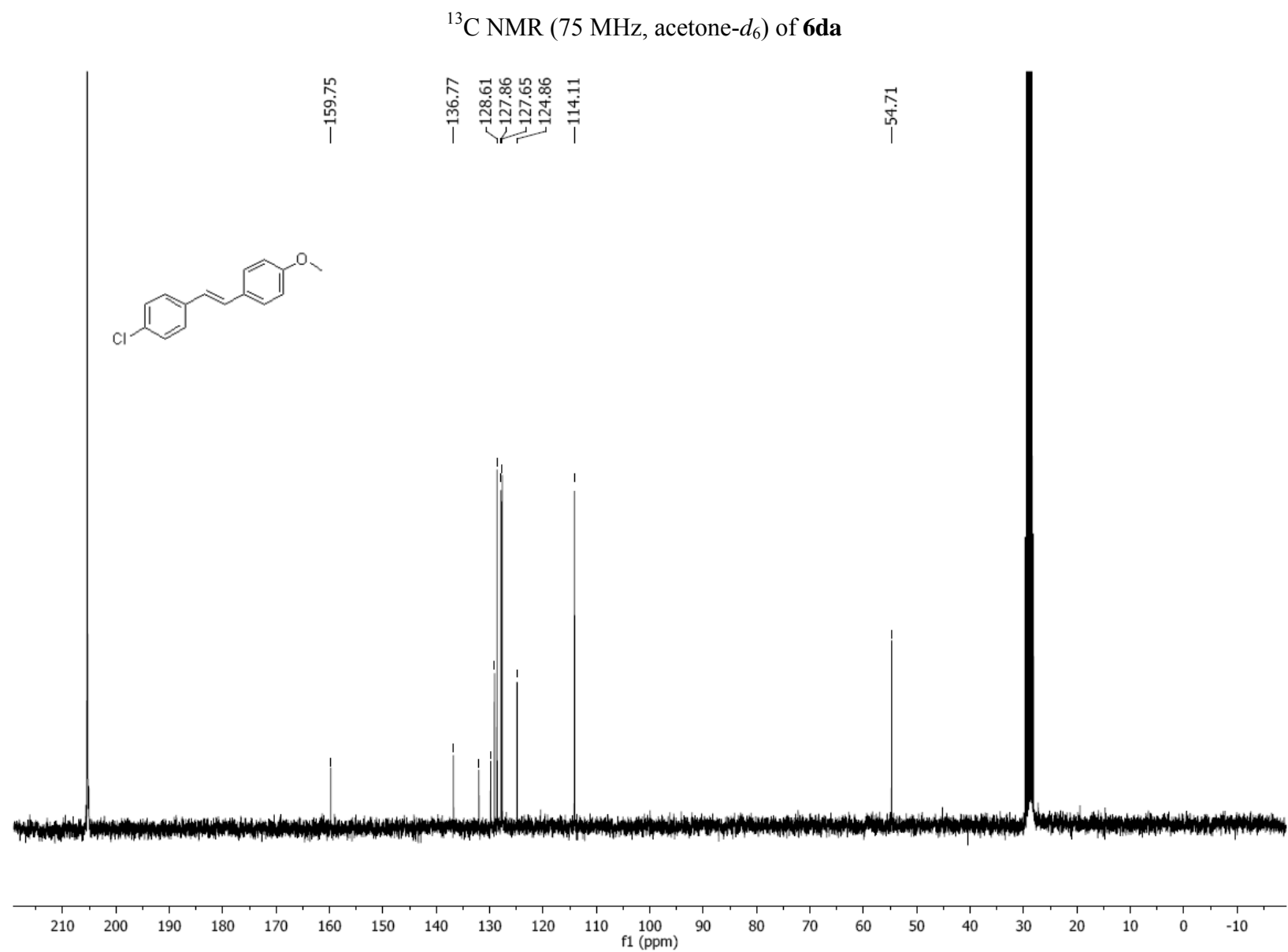


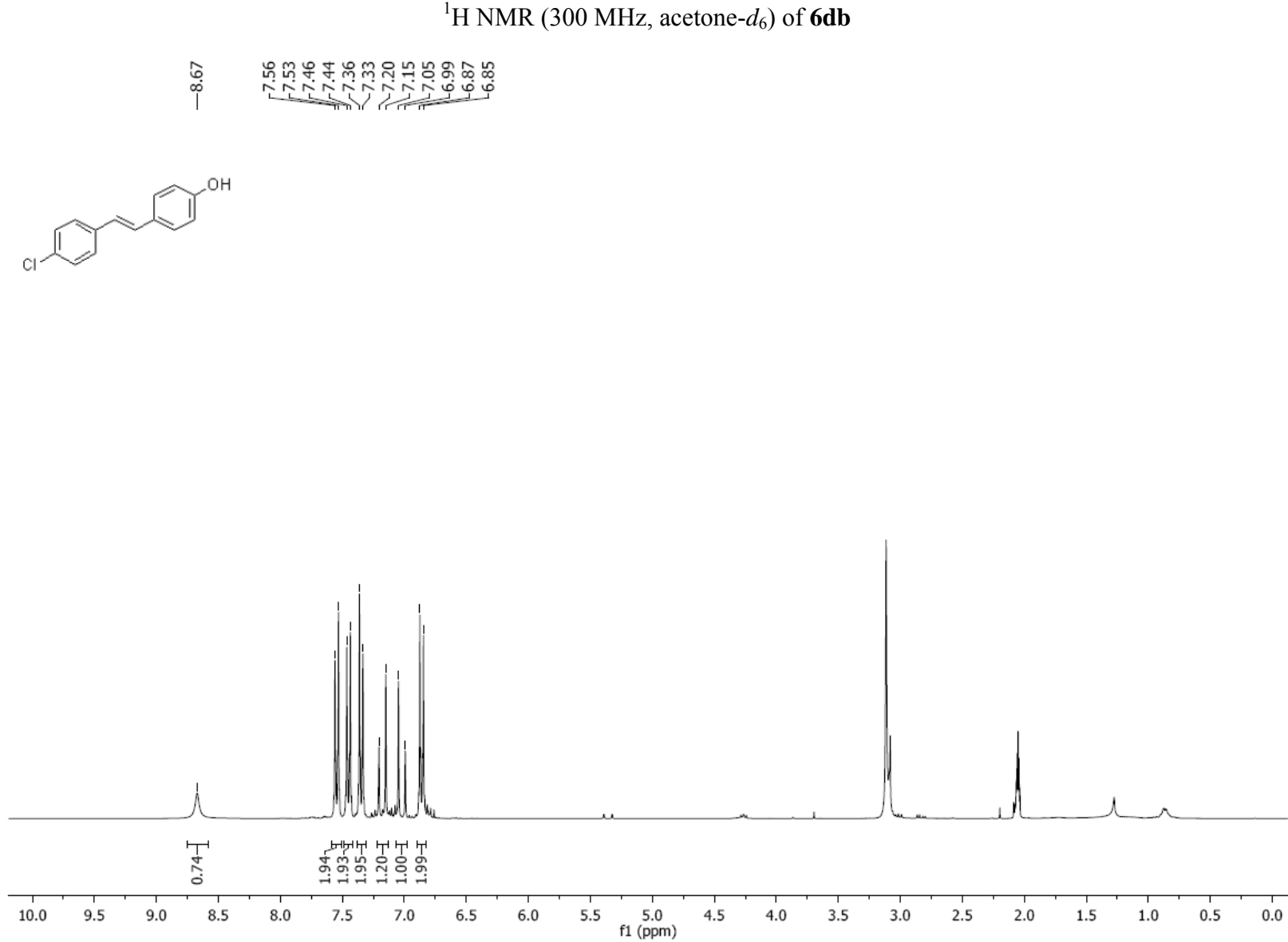


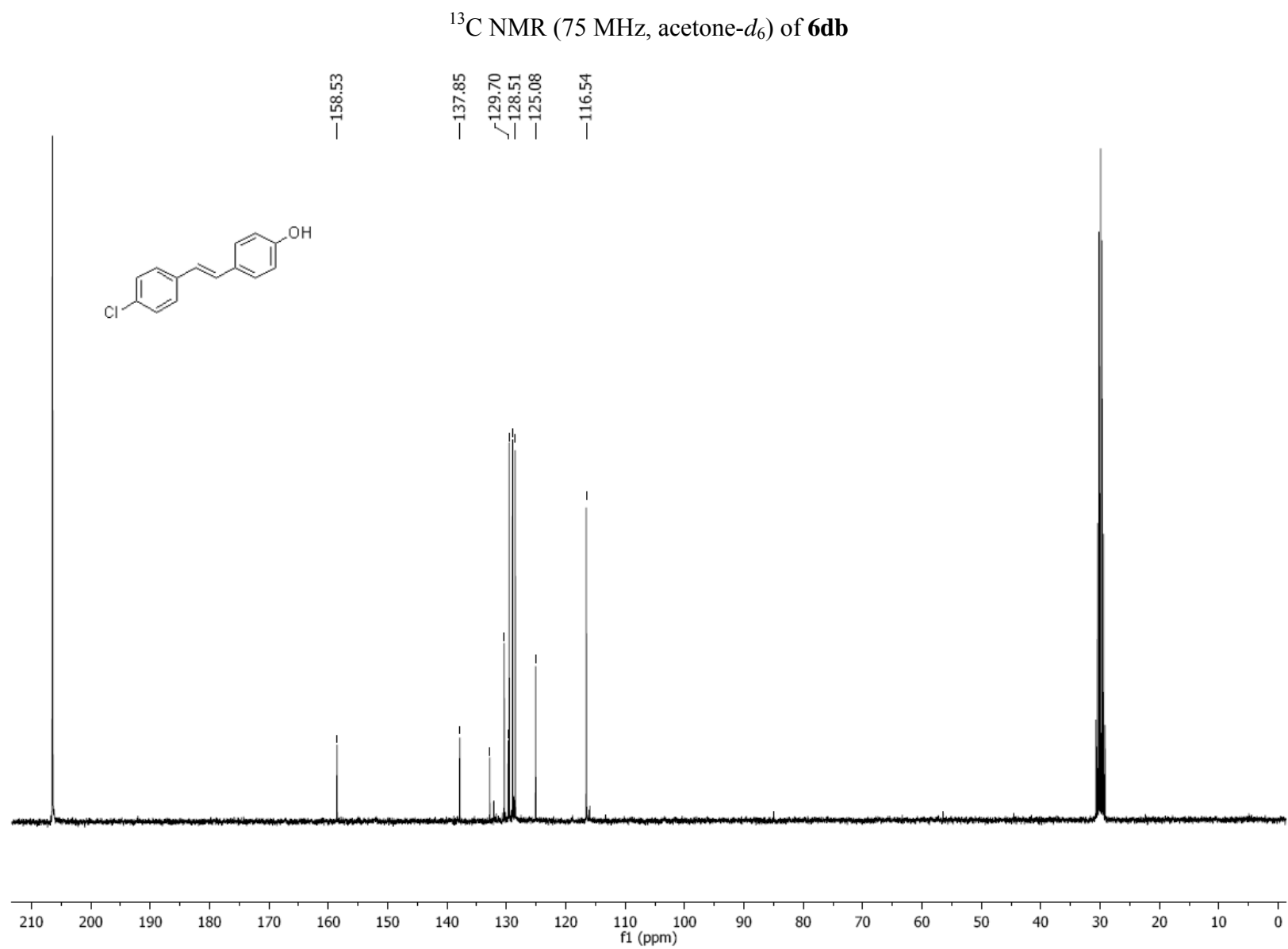


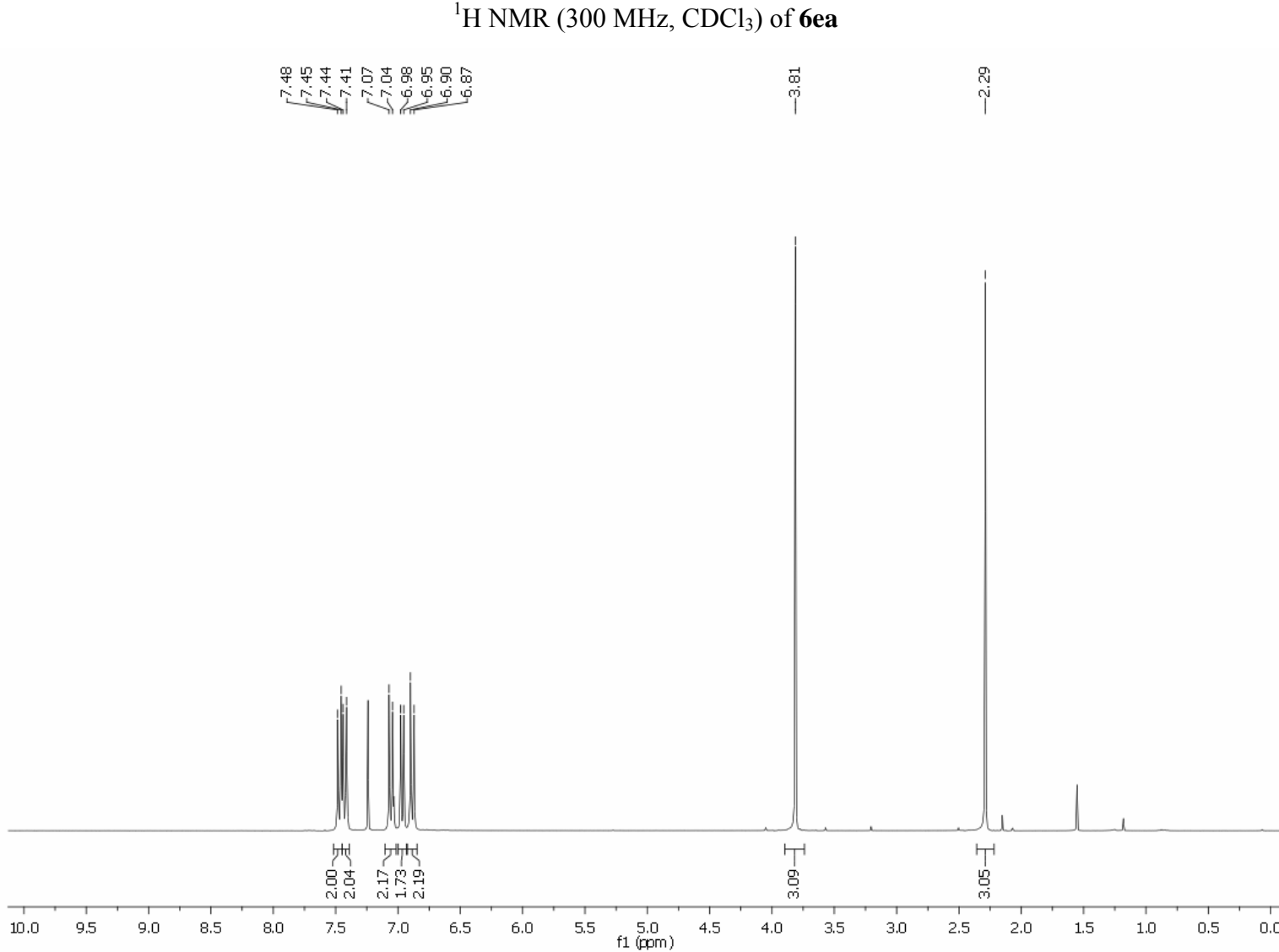




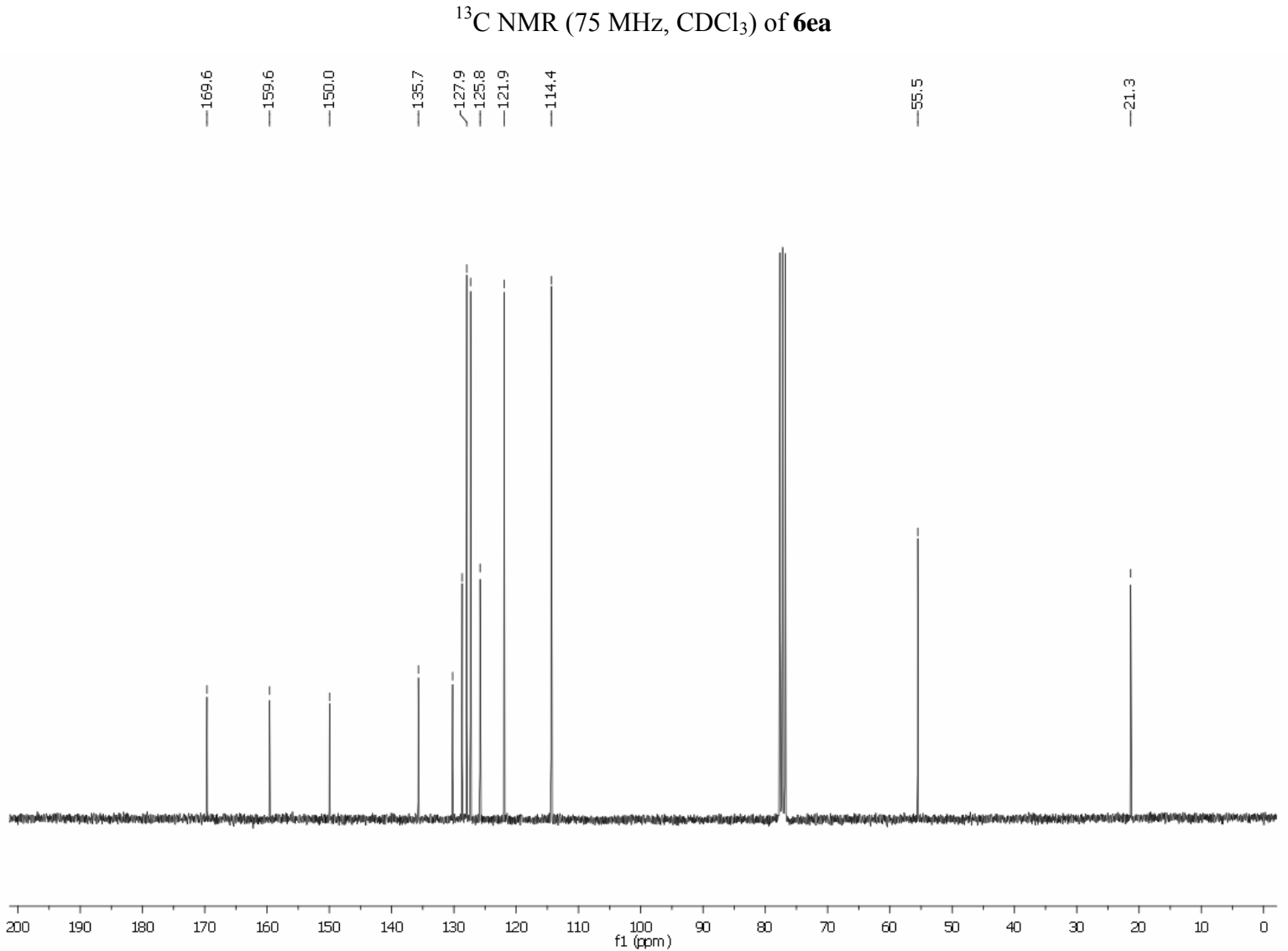


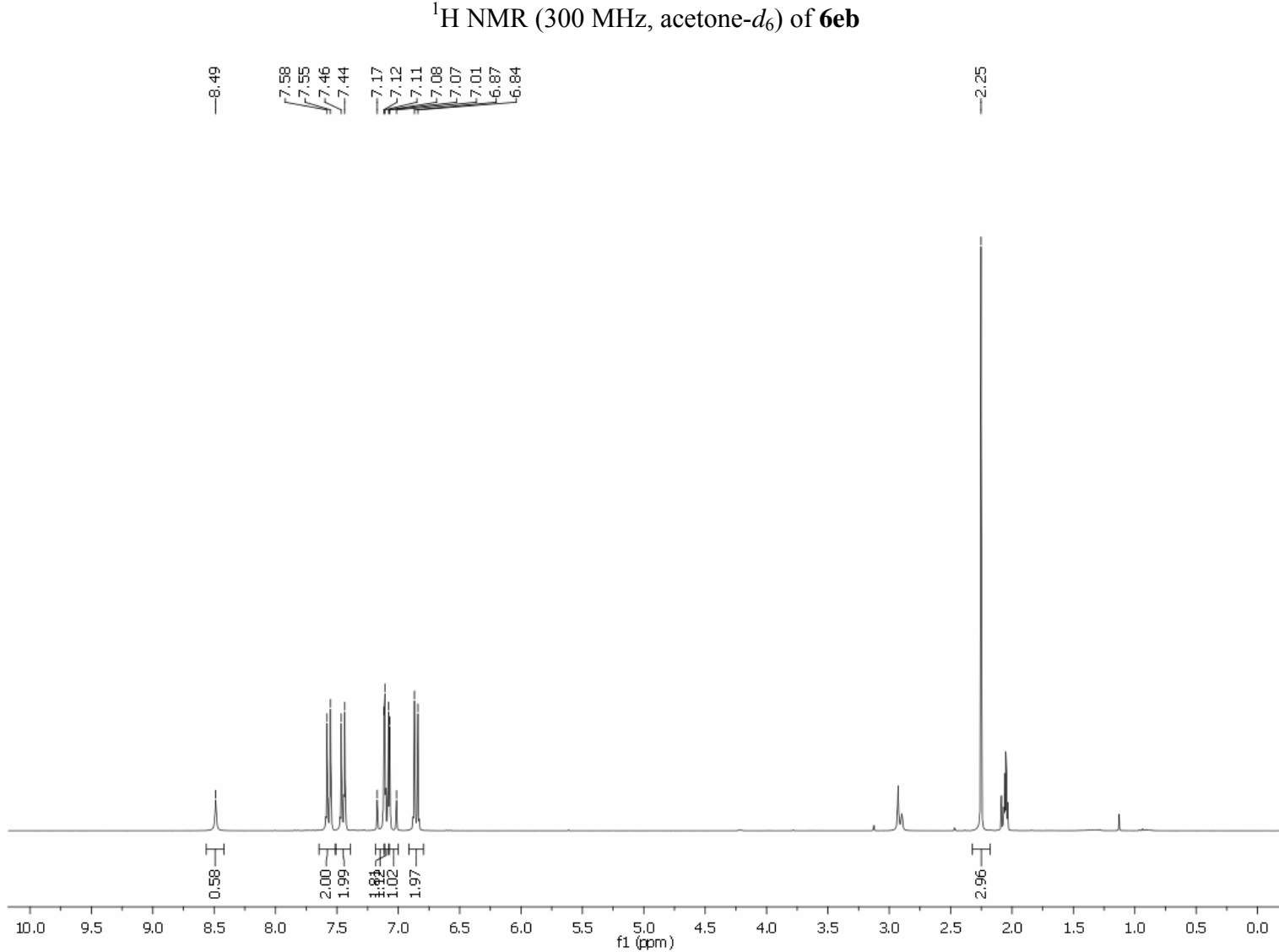


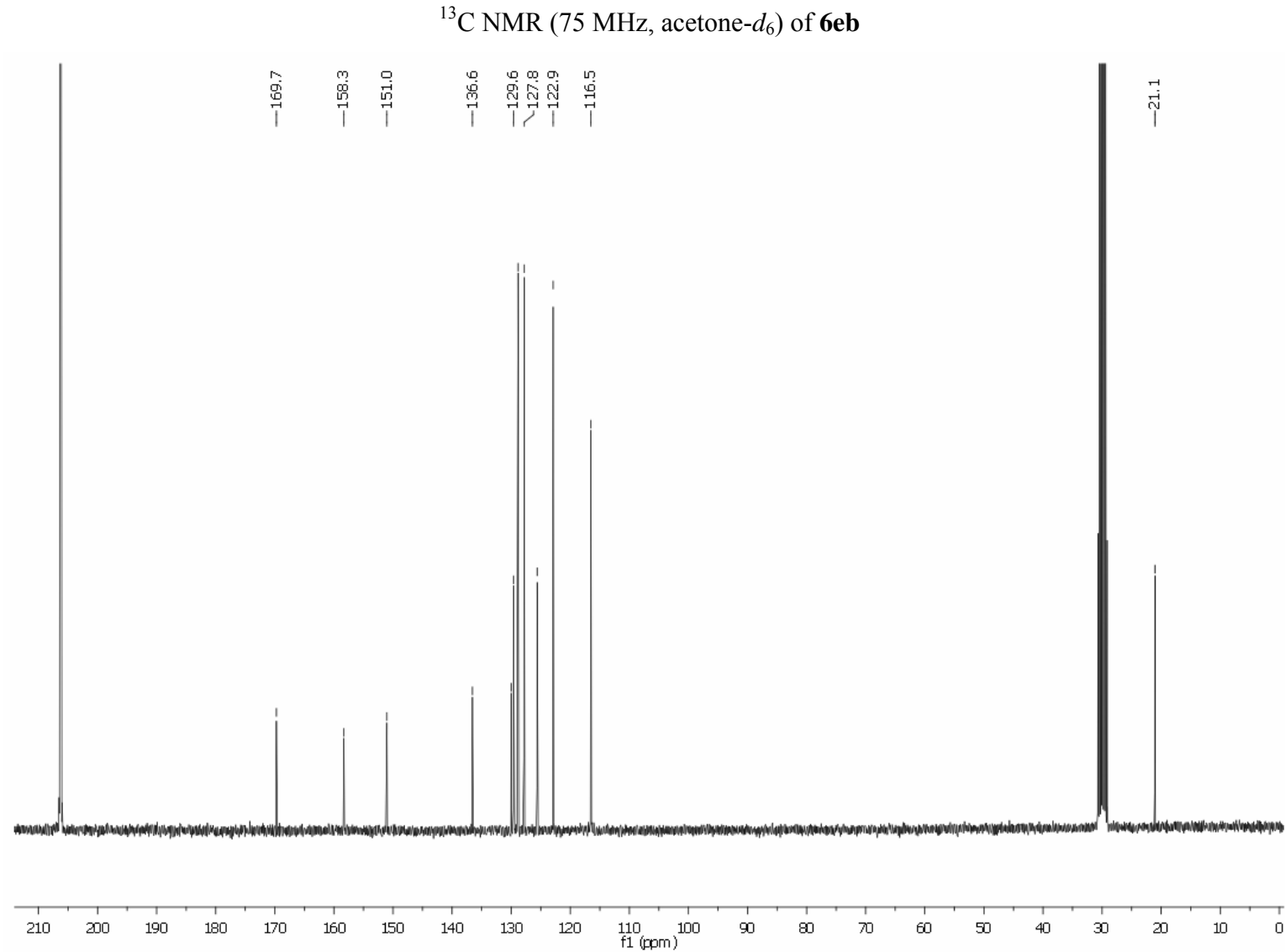


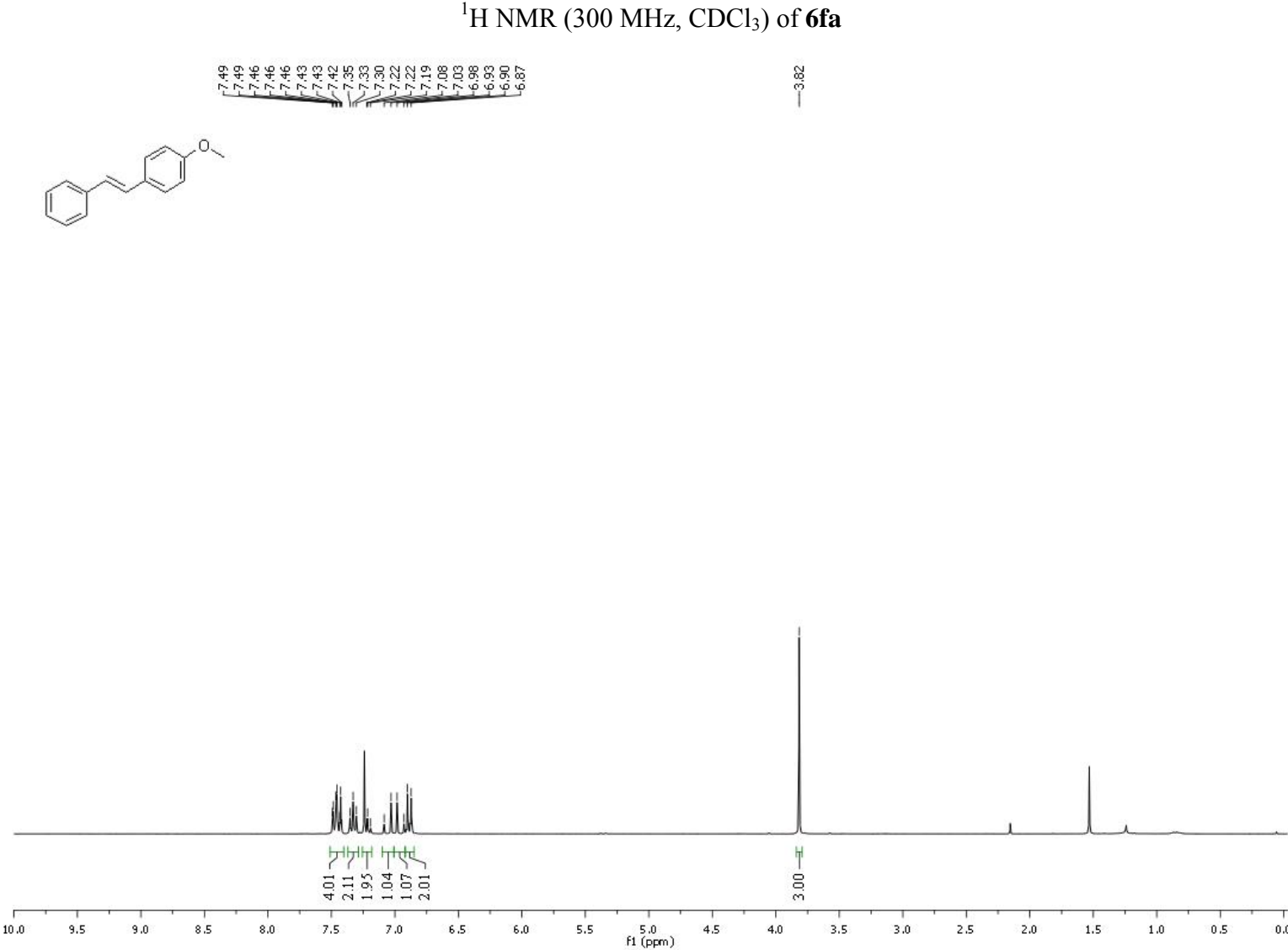


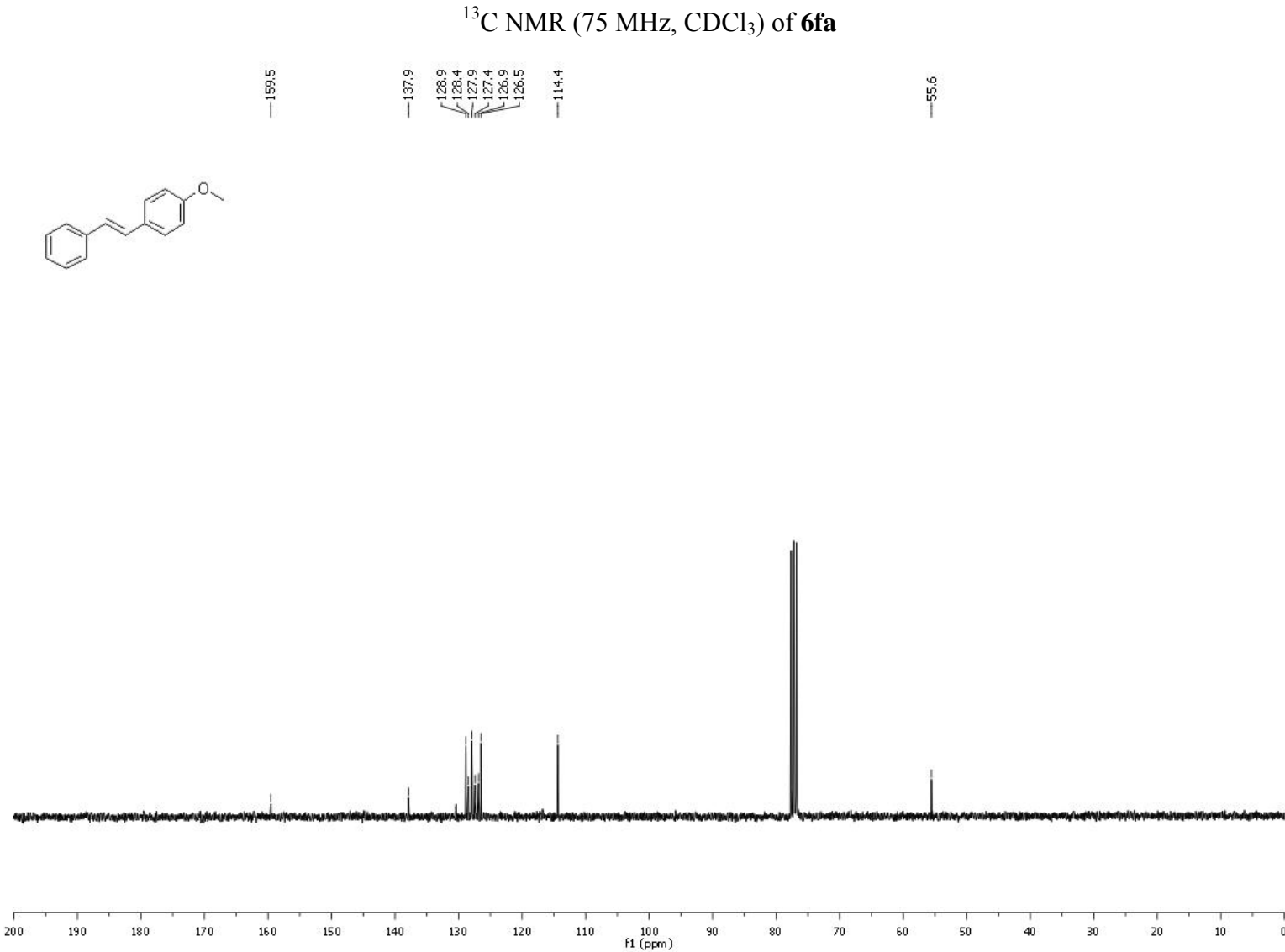


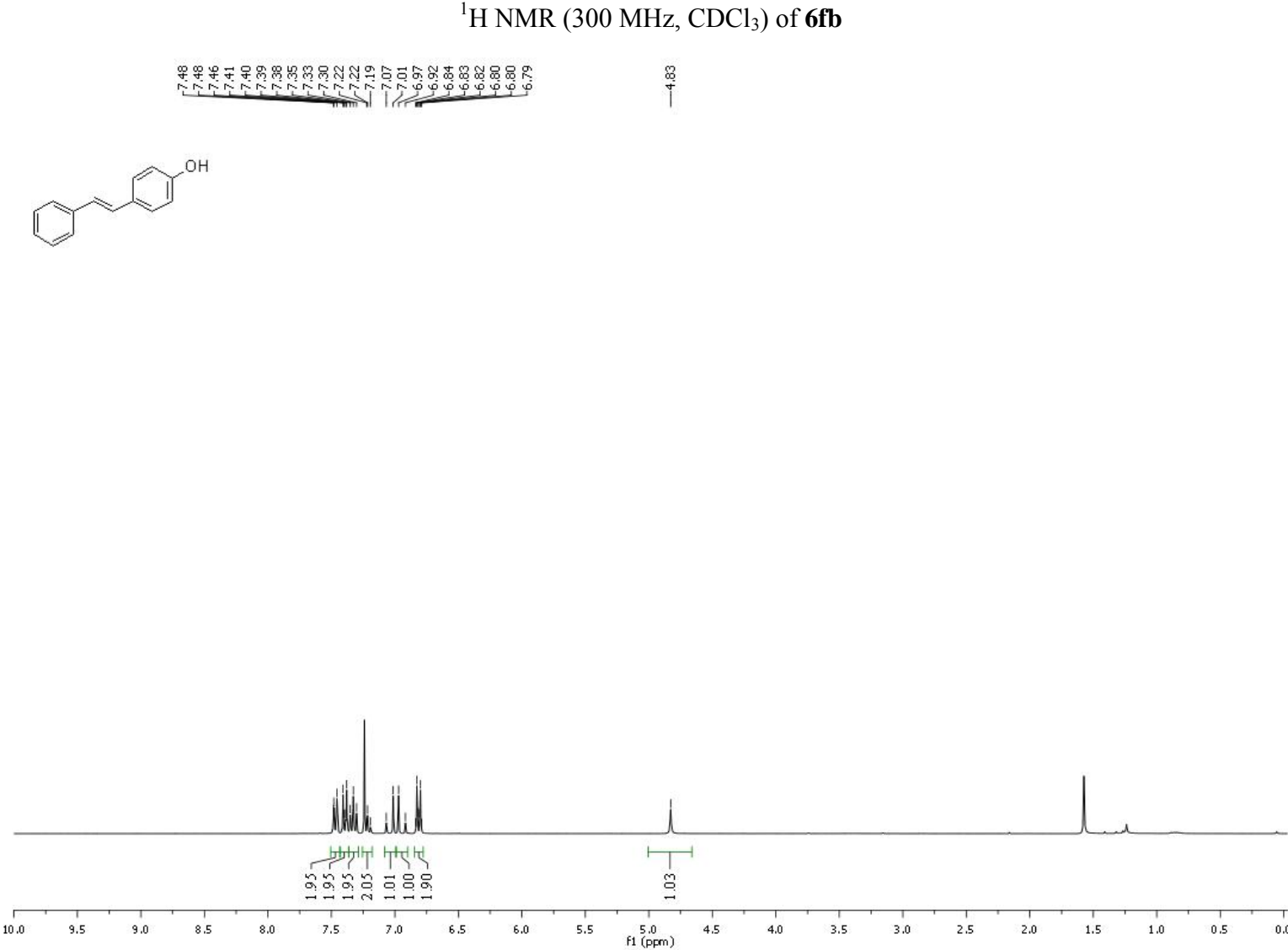


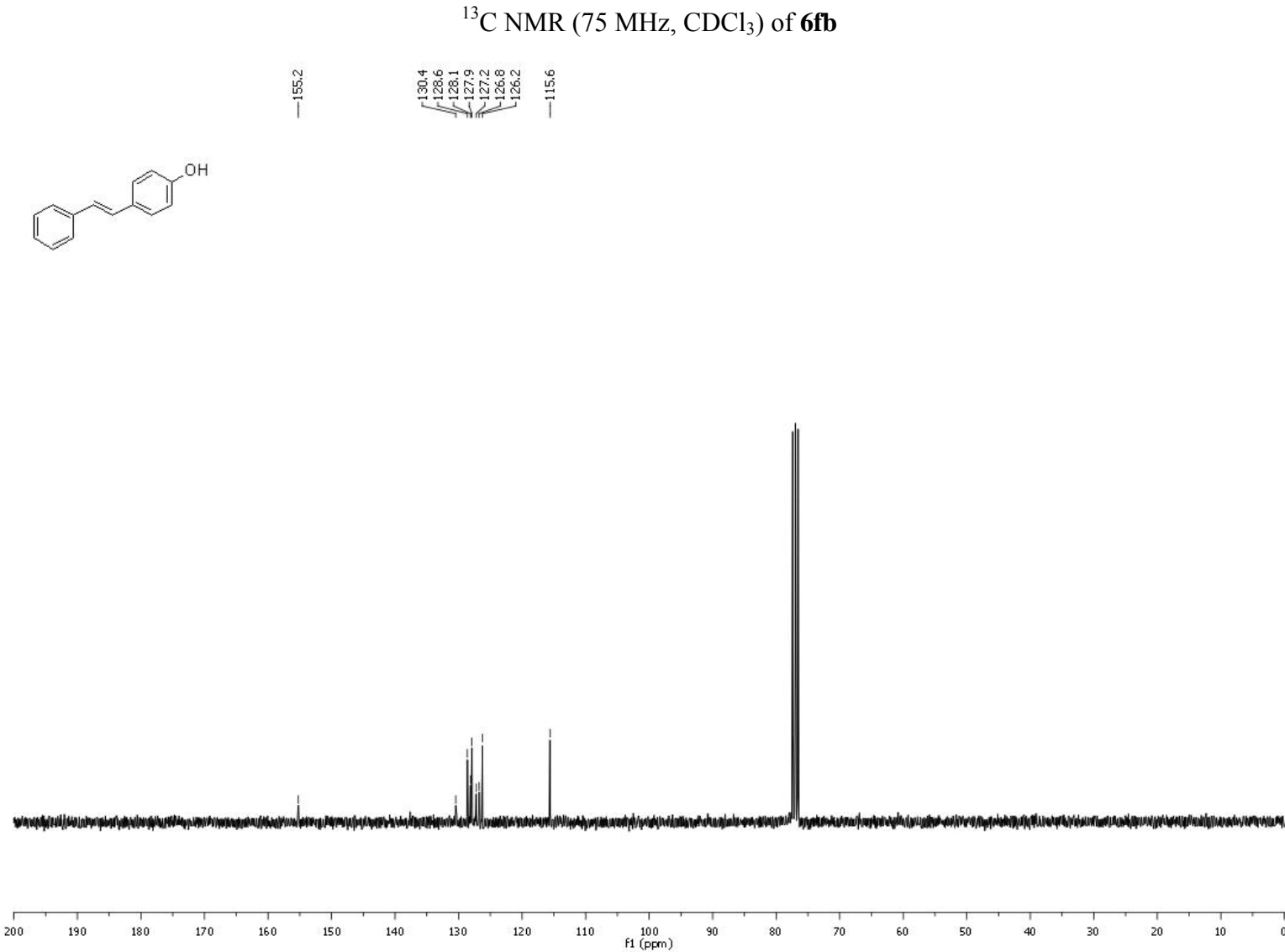


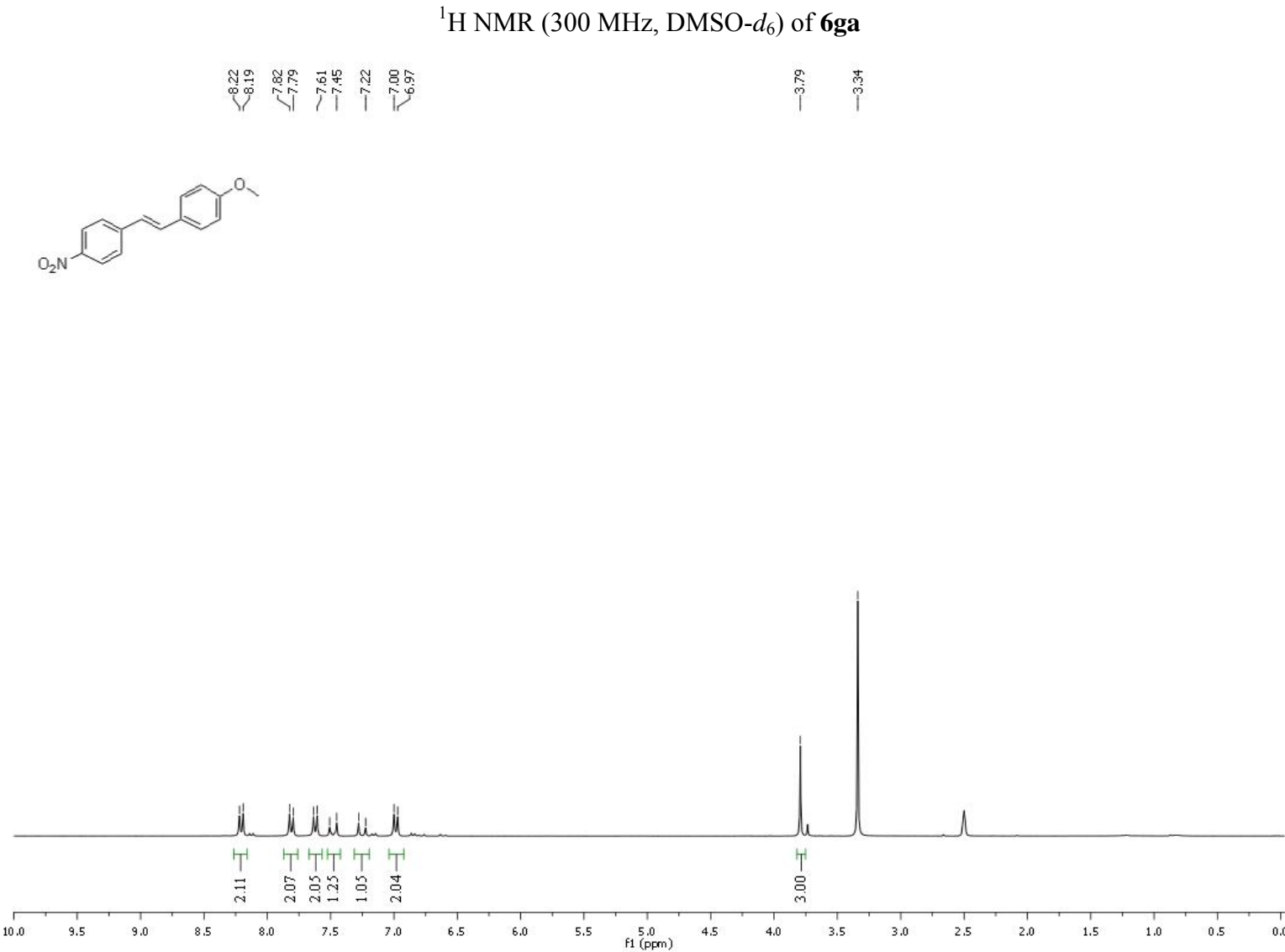




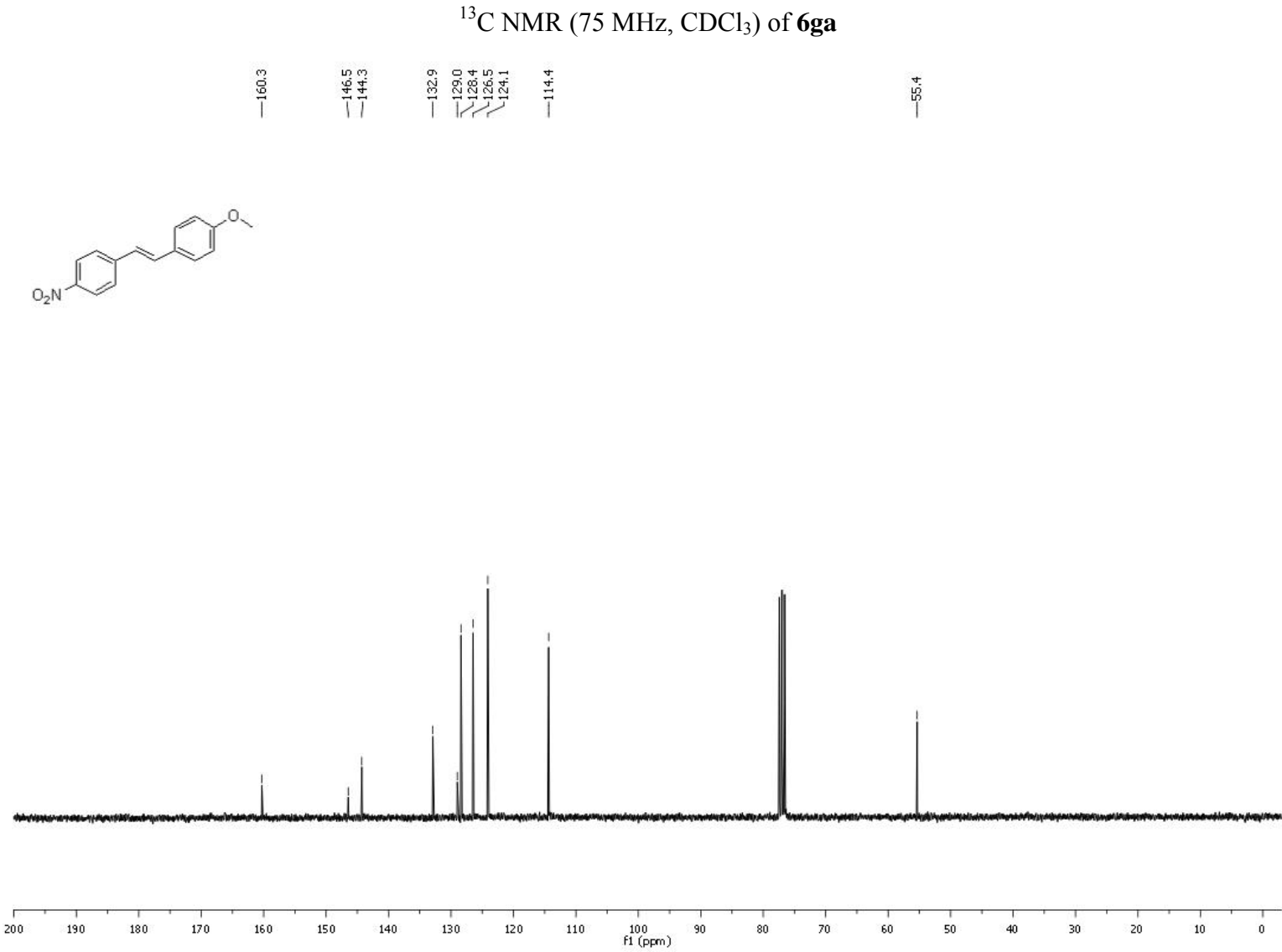


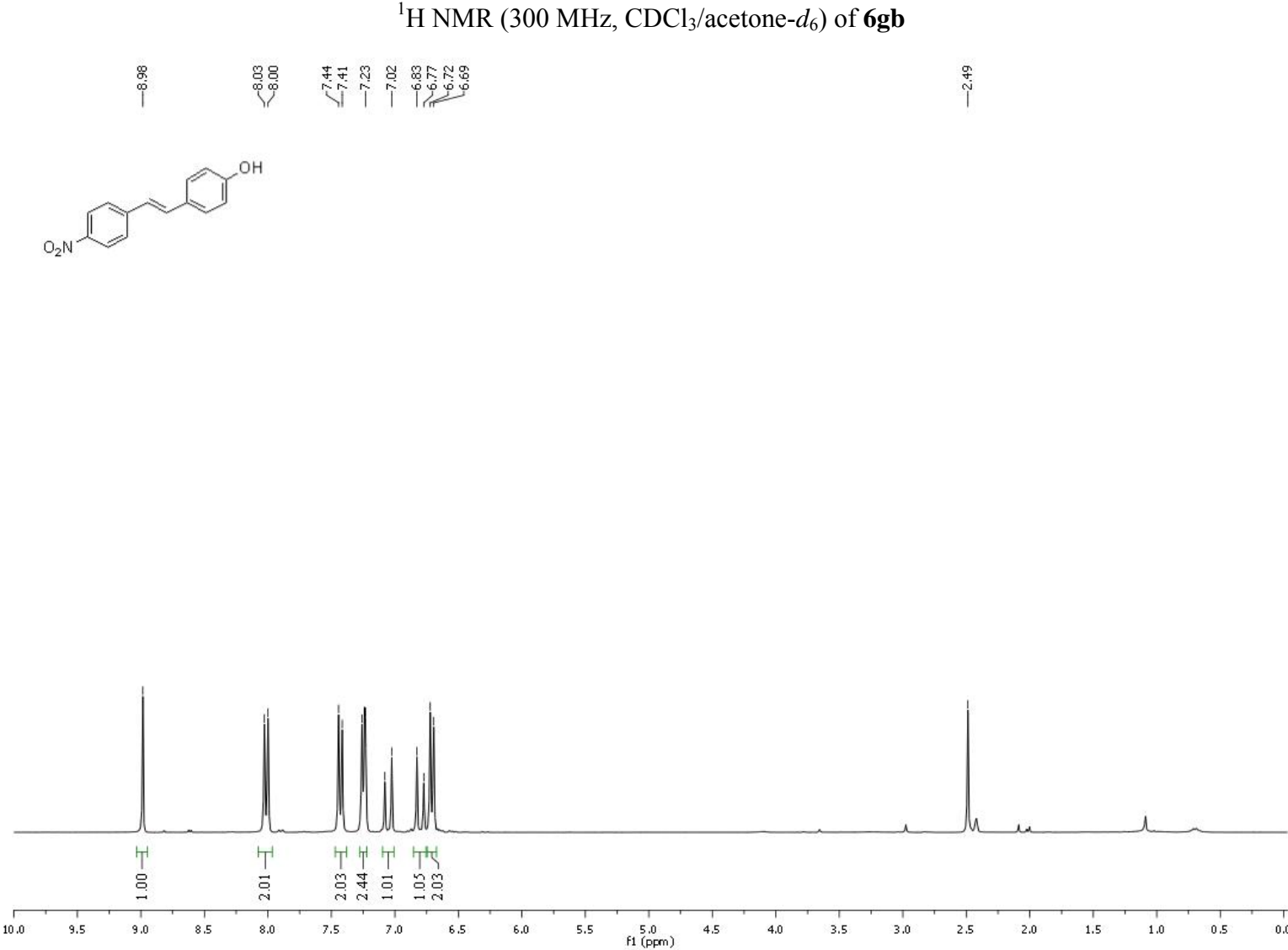


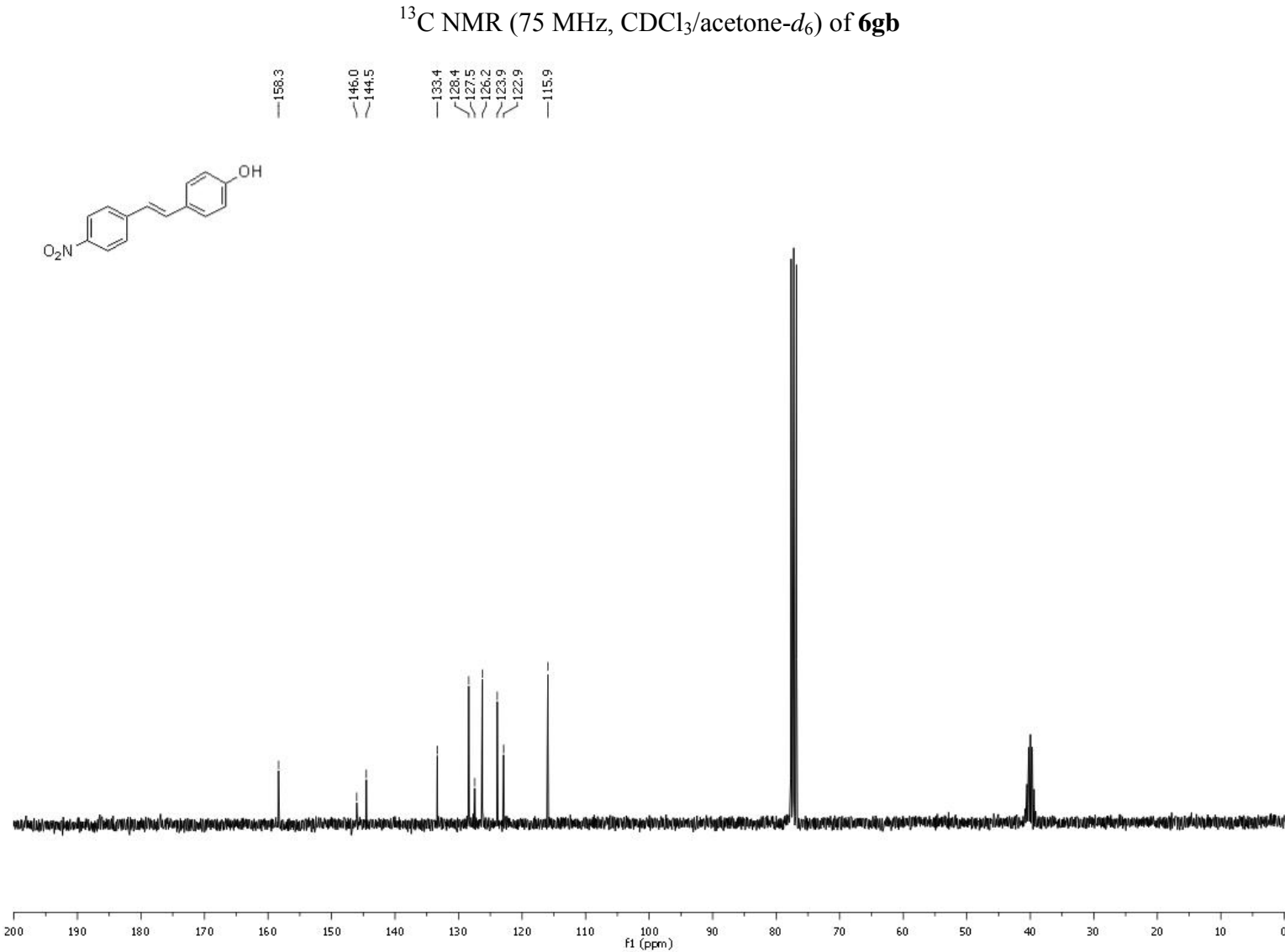


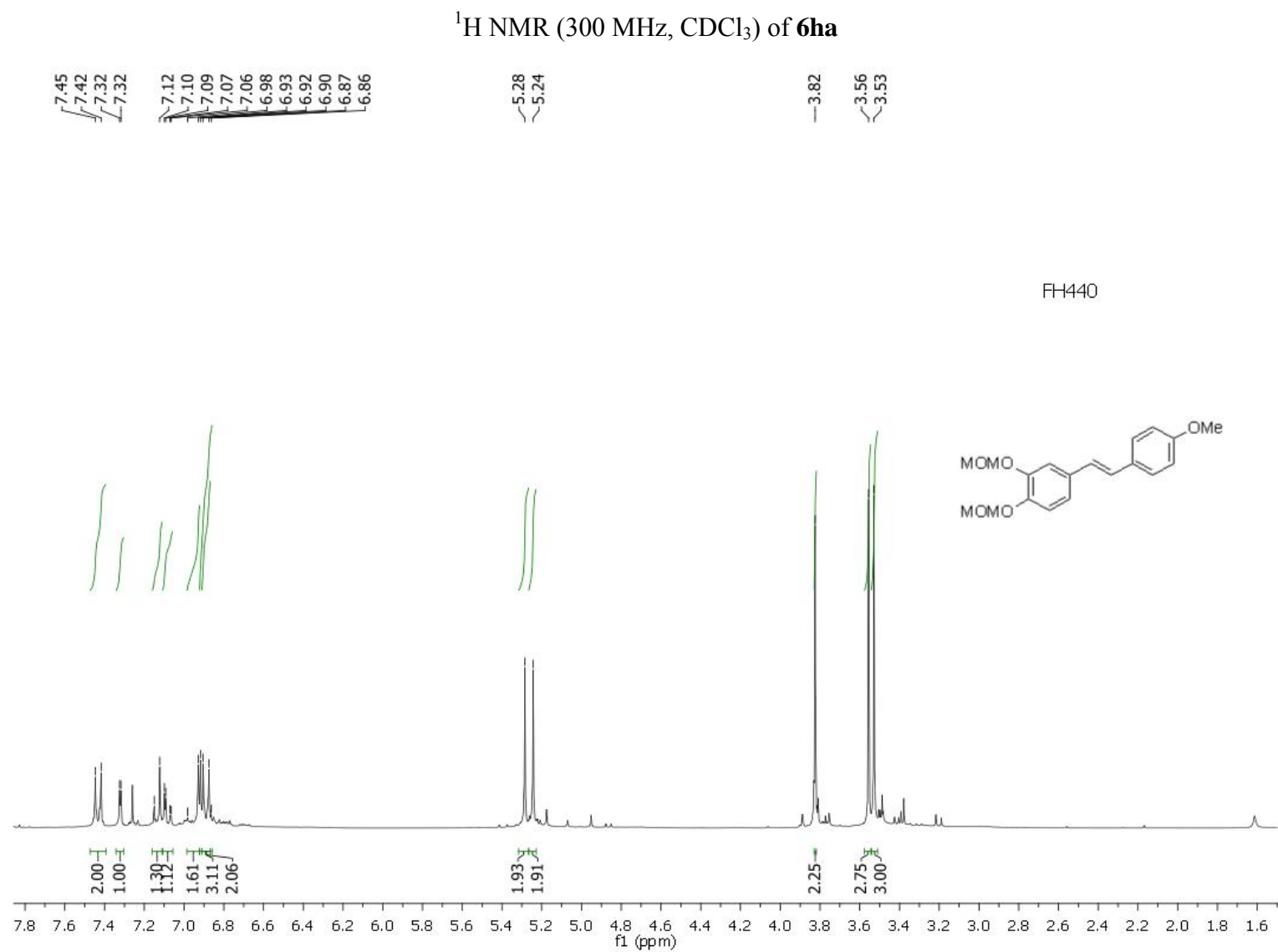


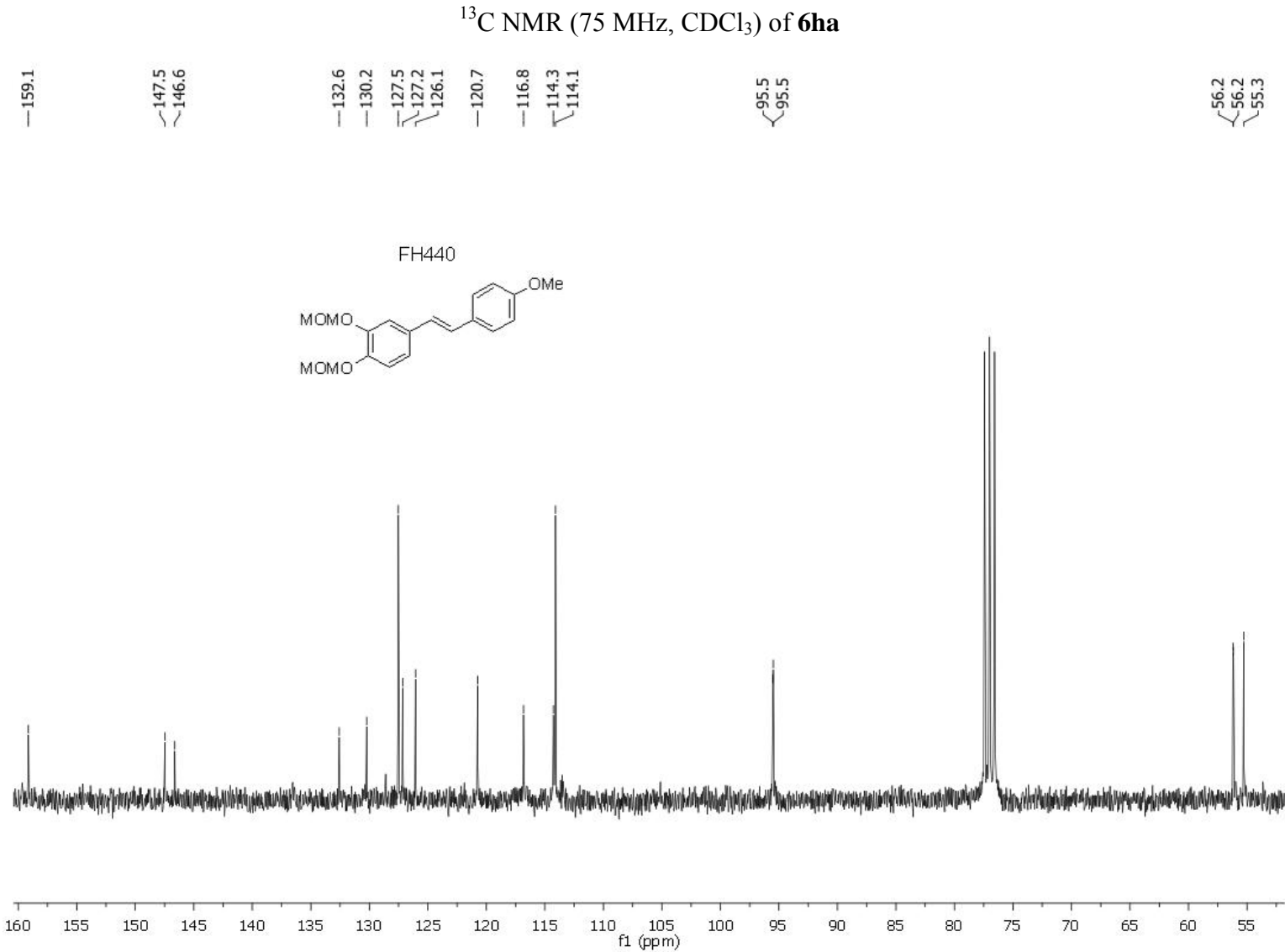


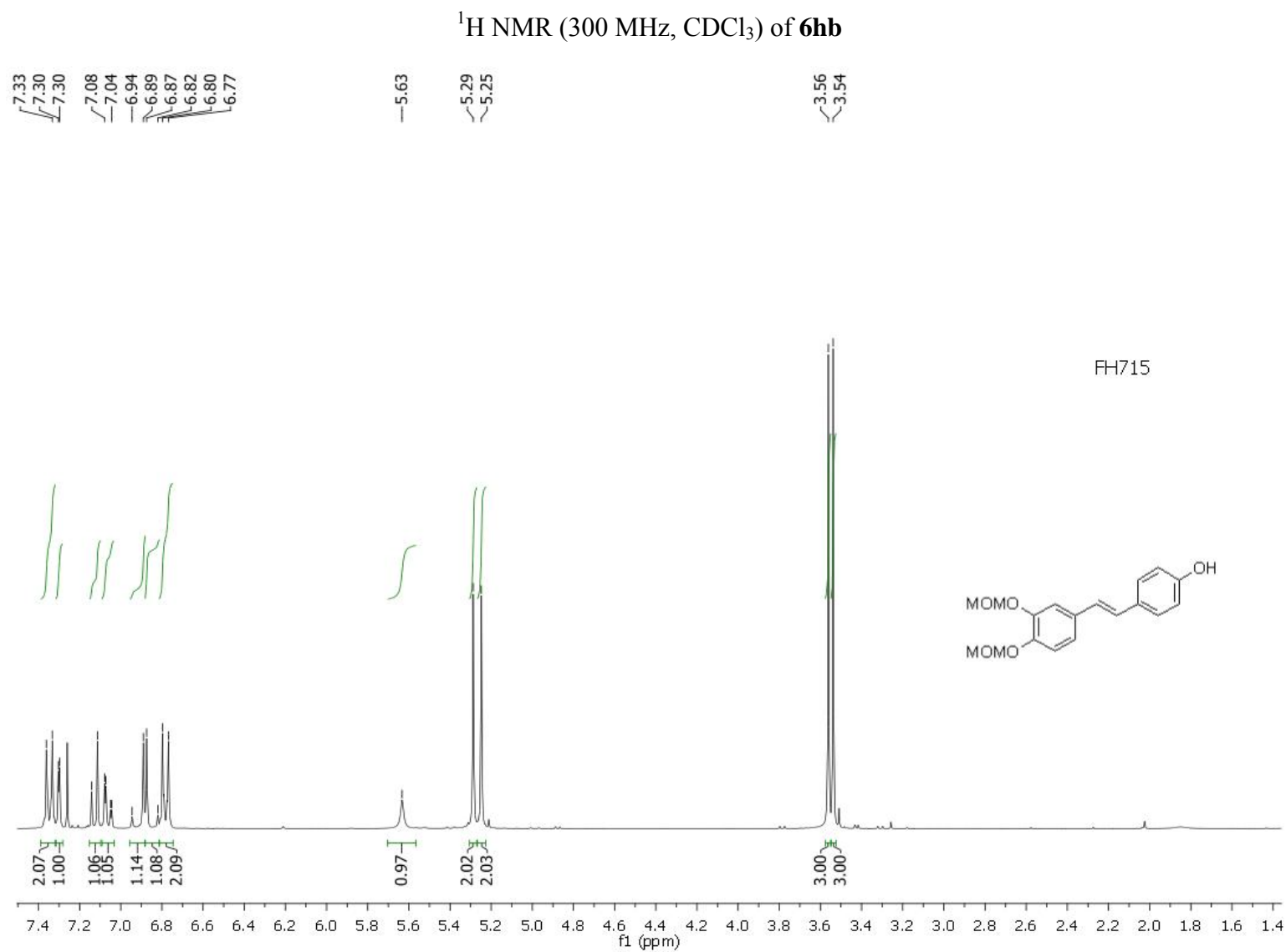


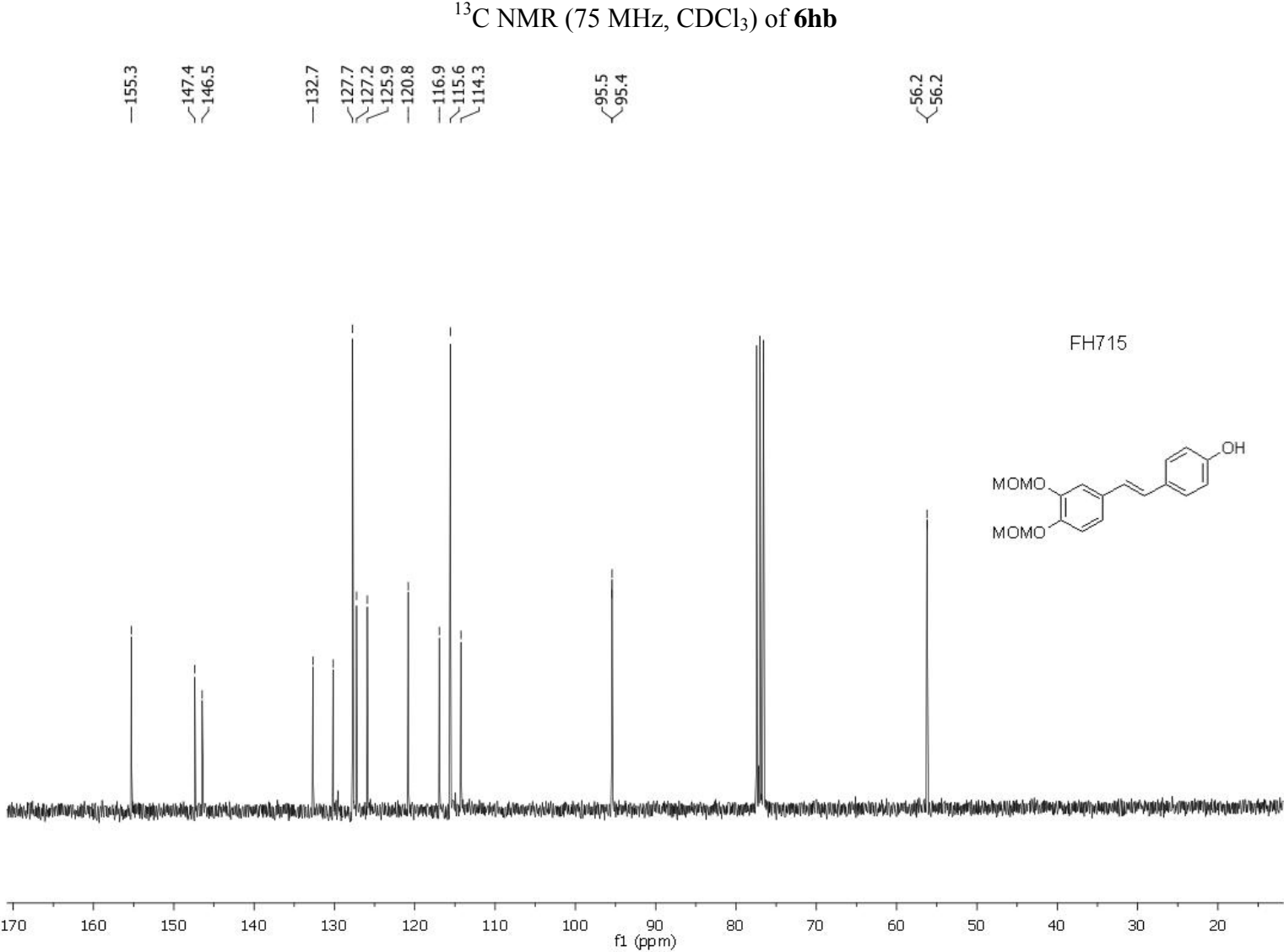




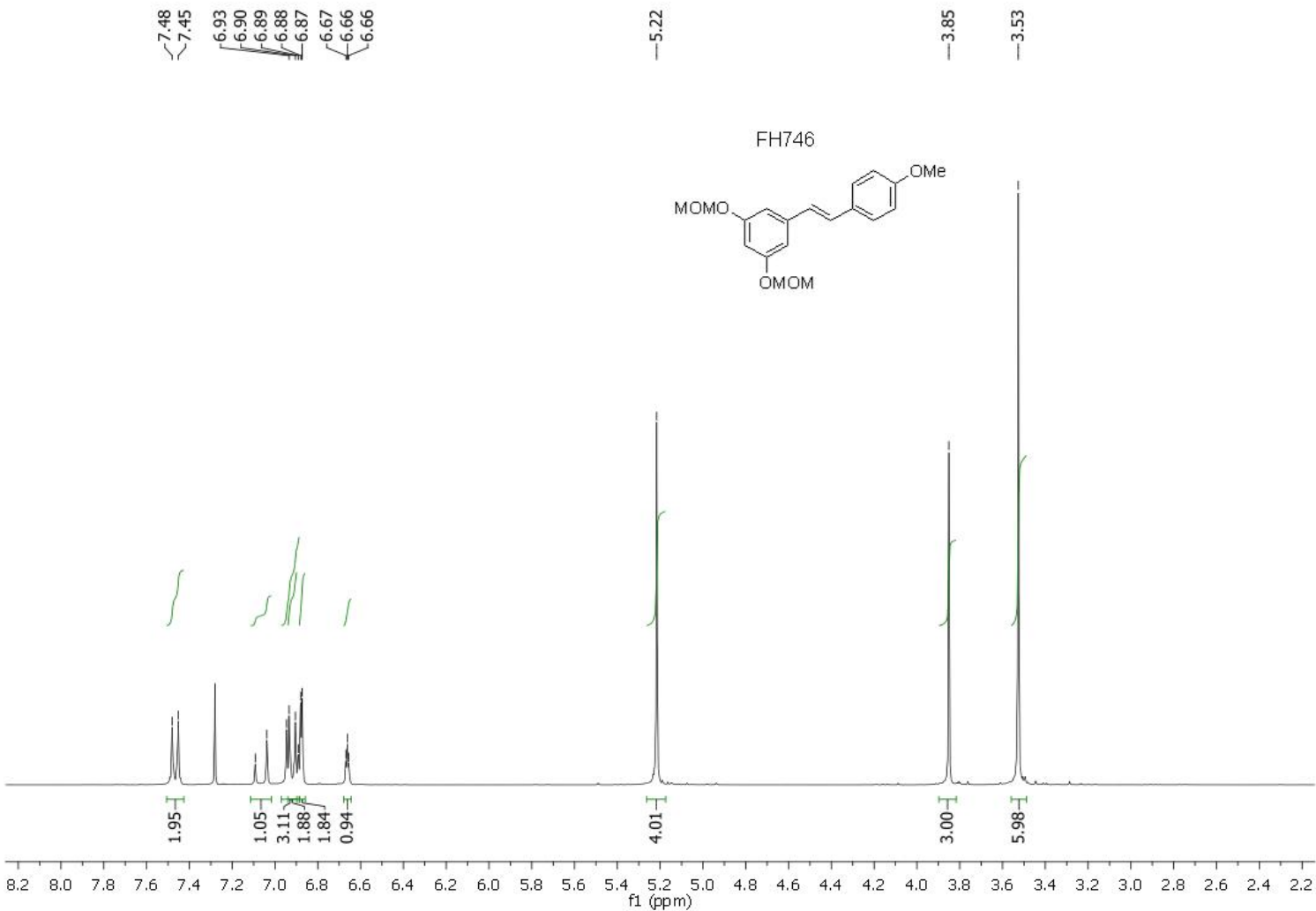




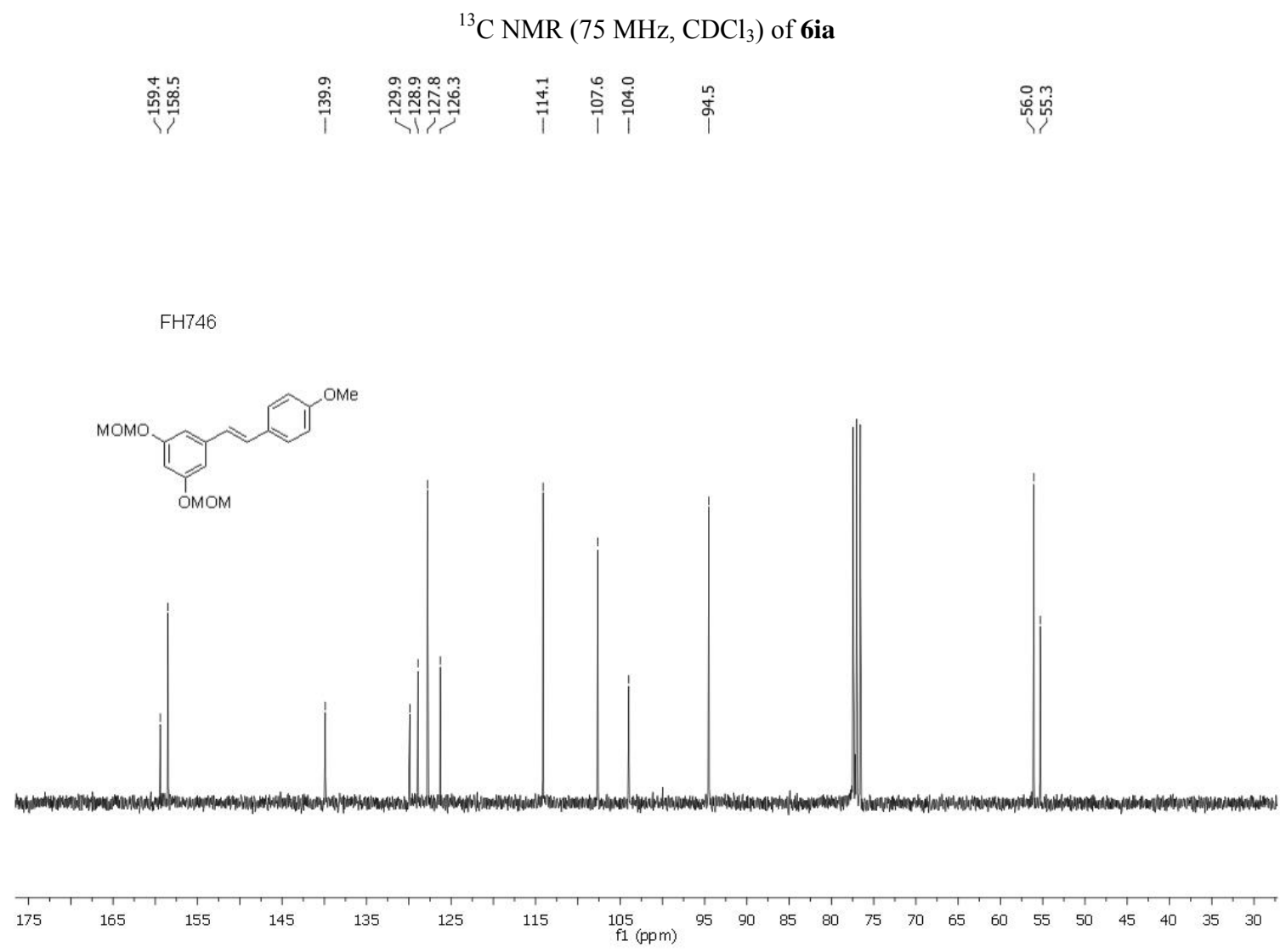


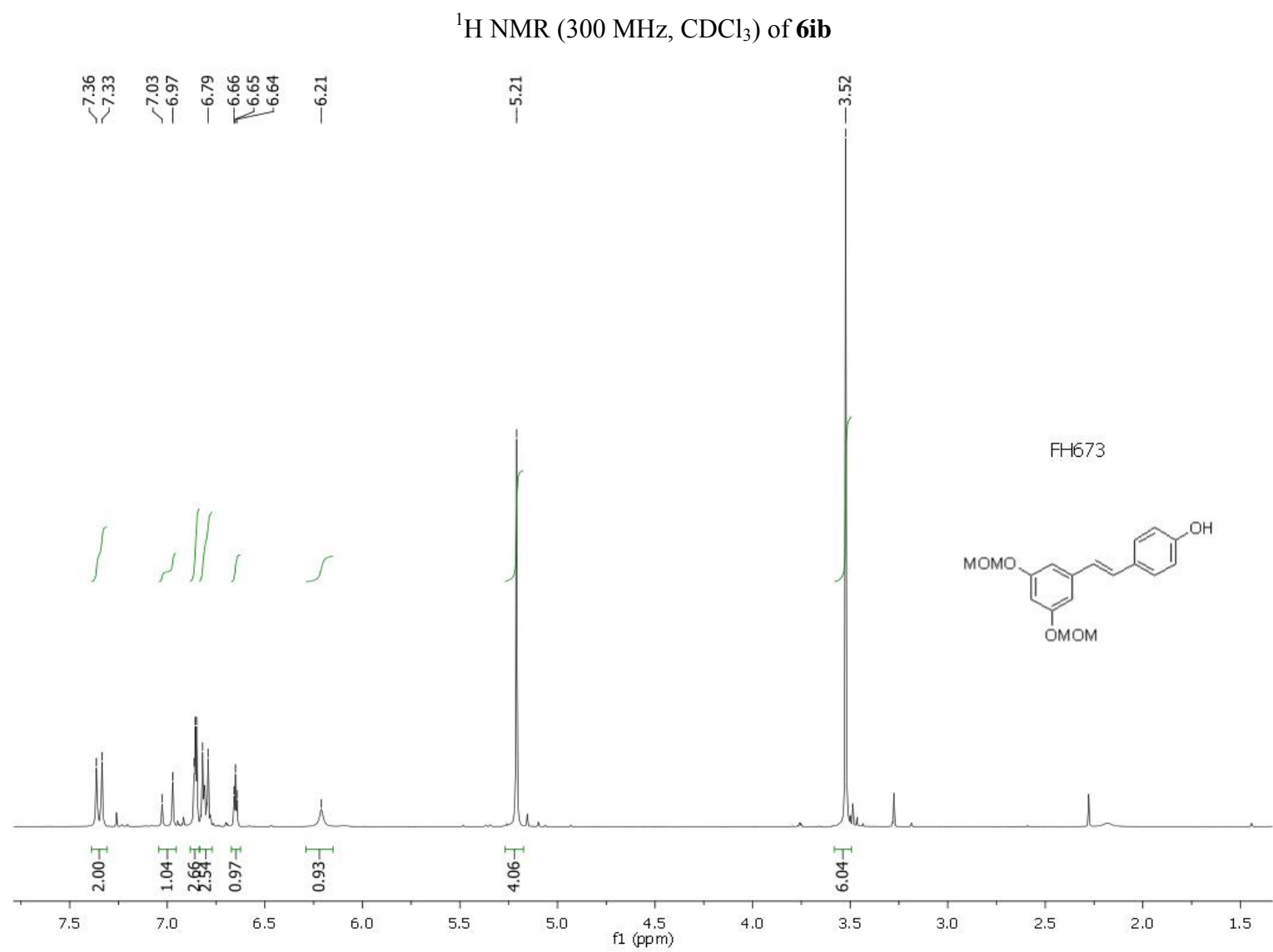


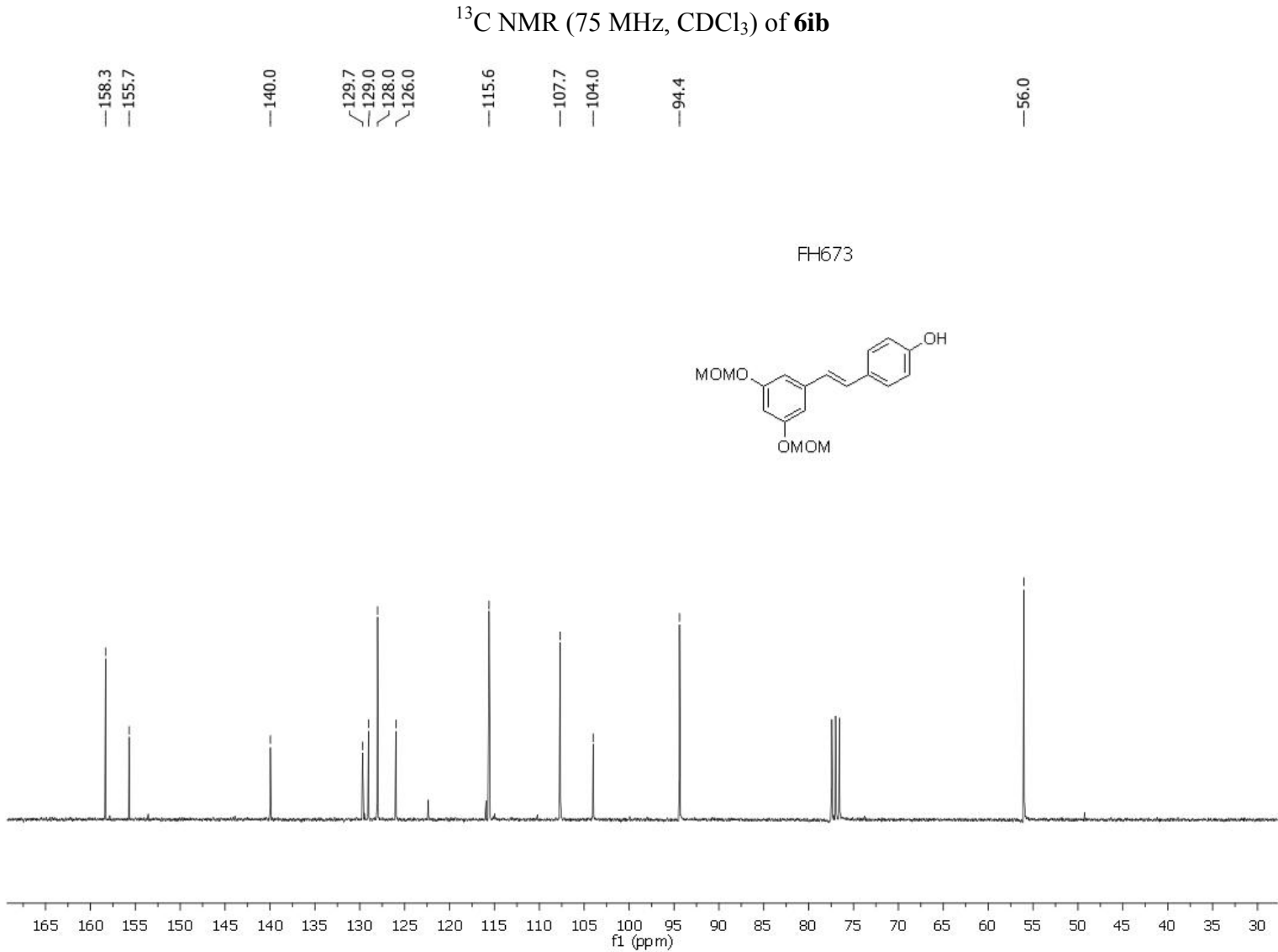
<sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) of **6ia**

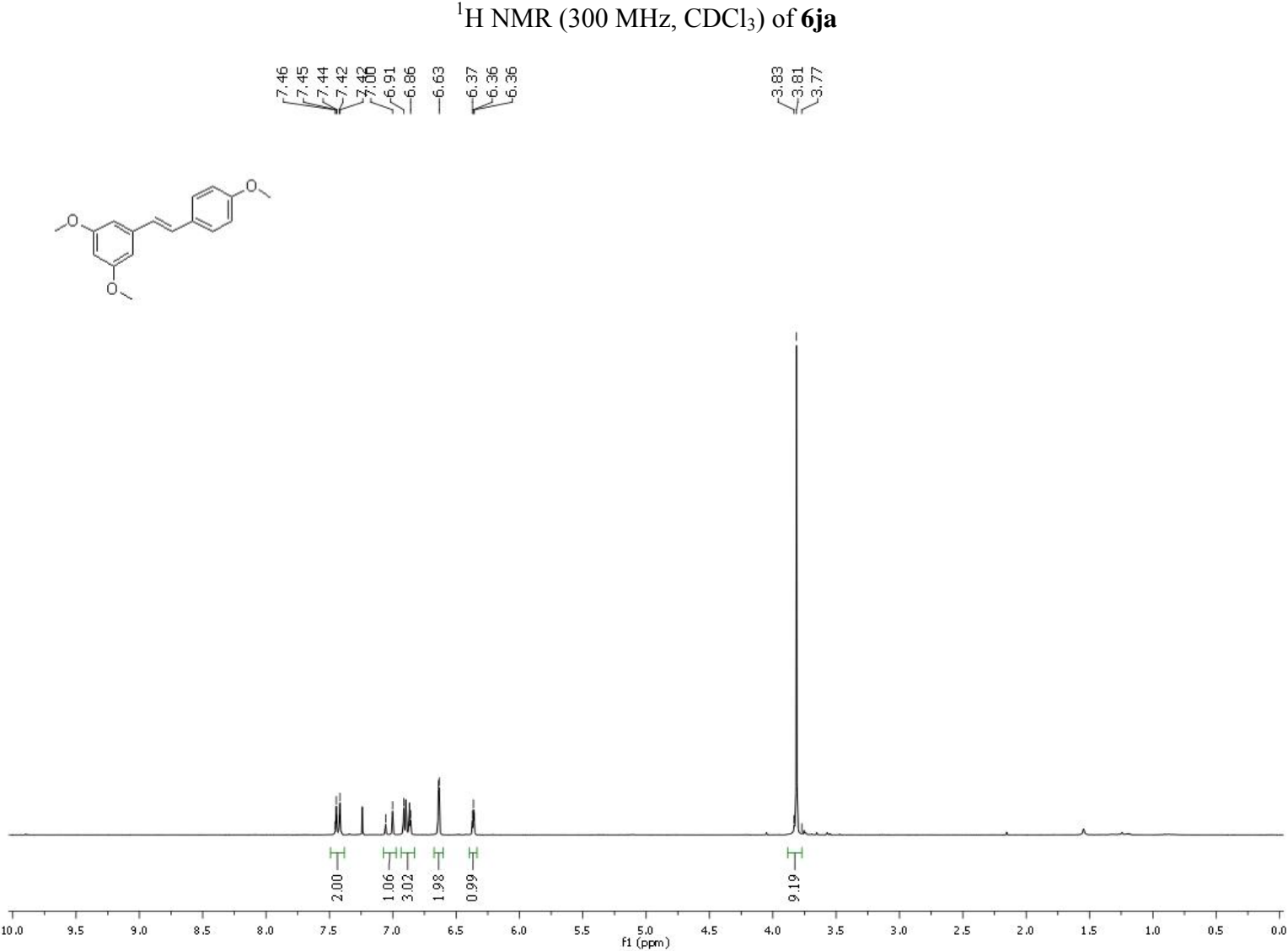


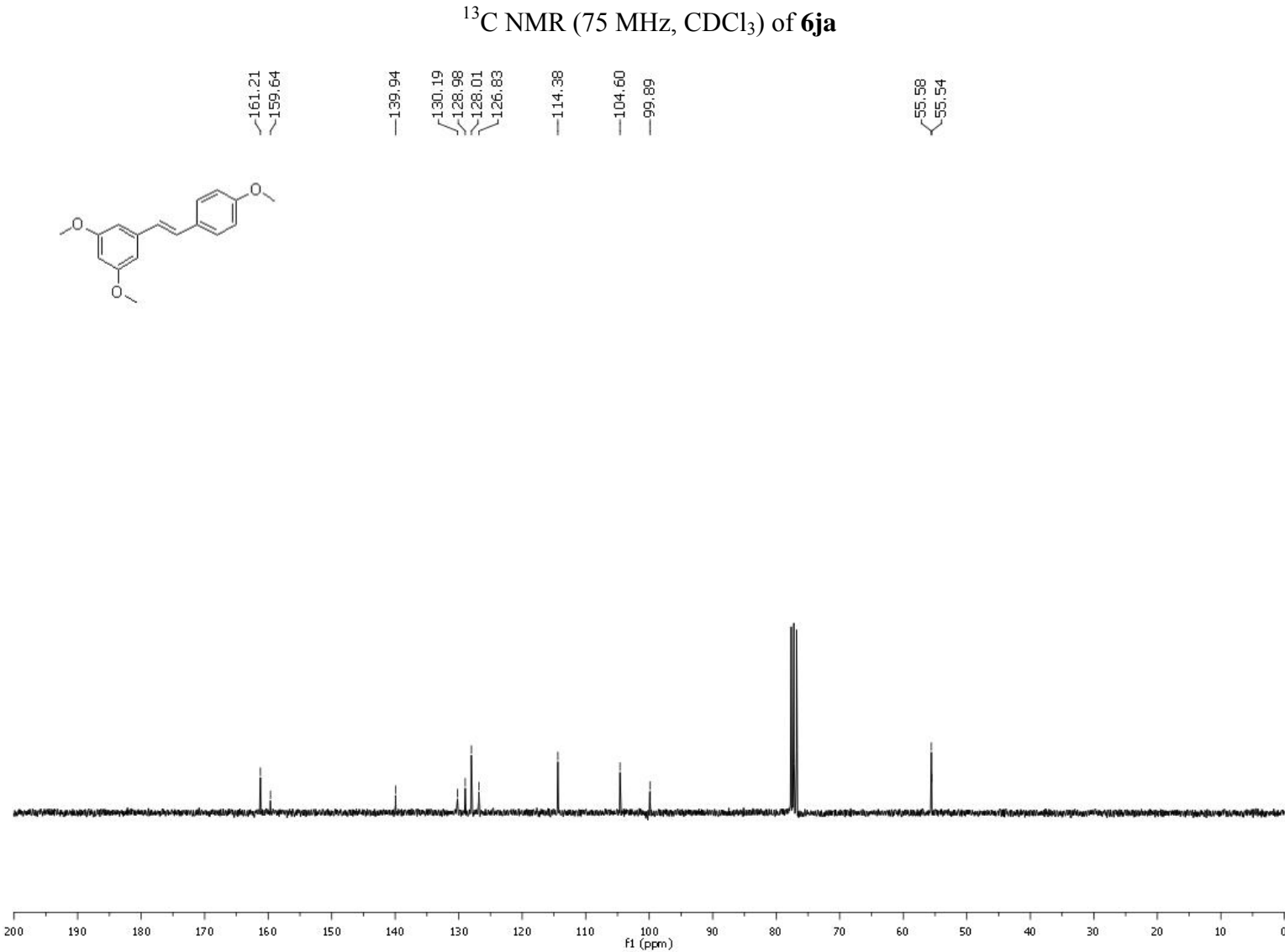


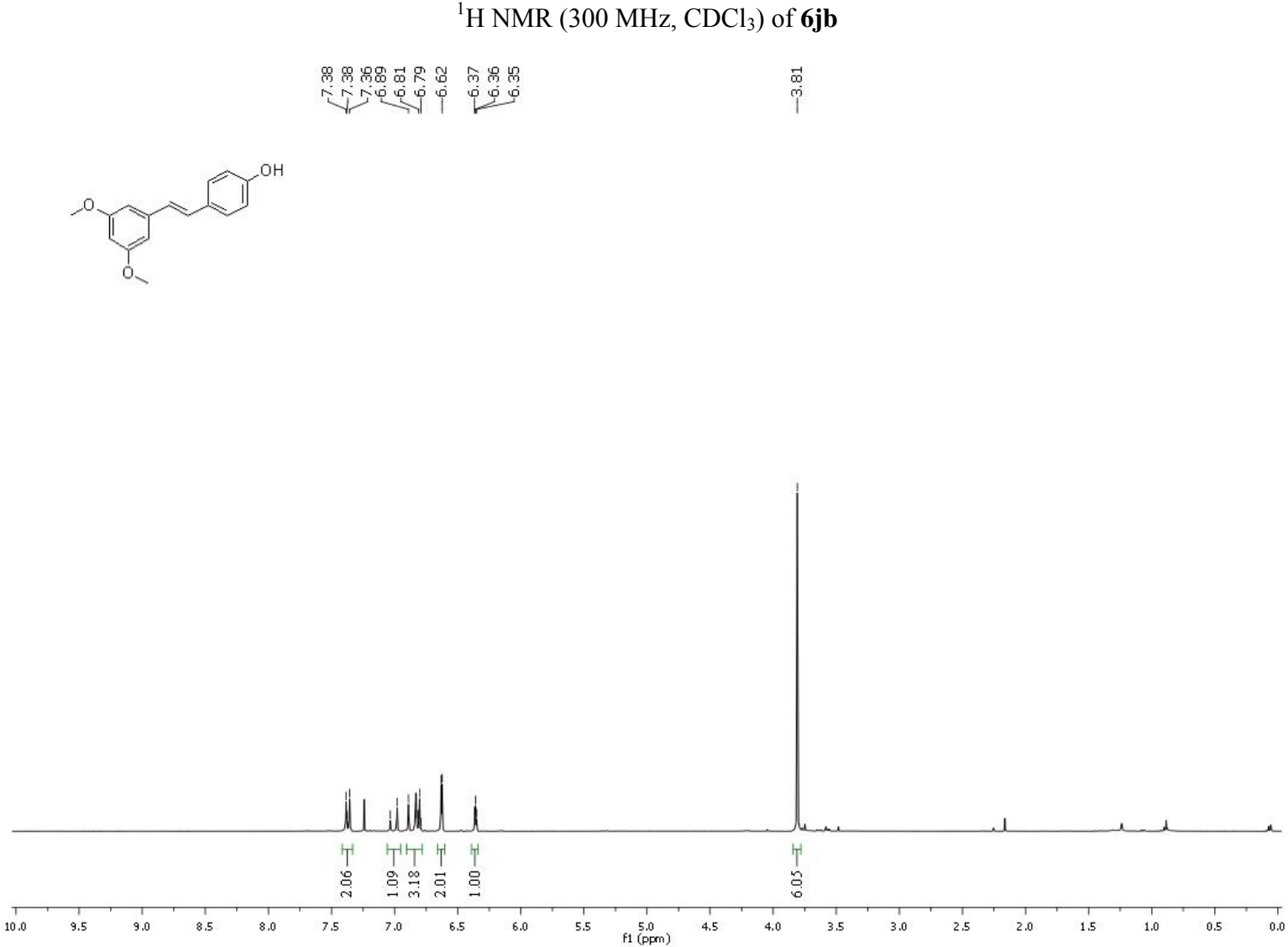


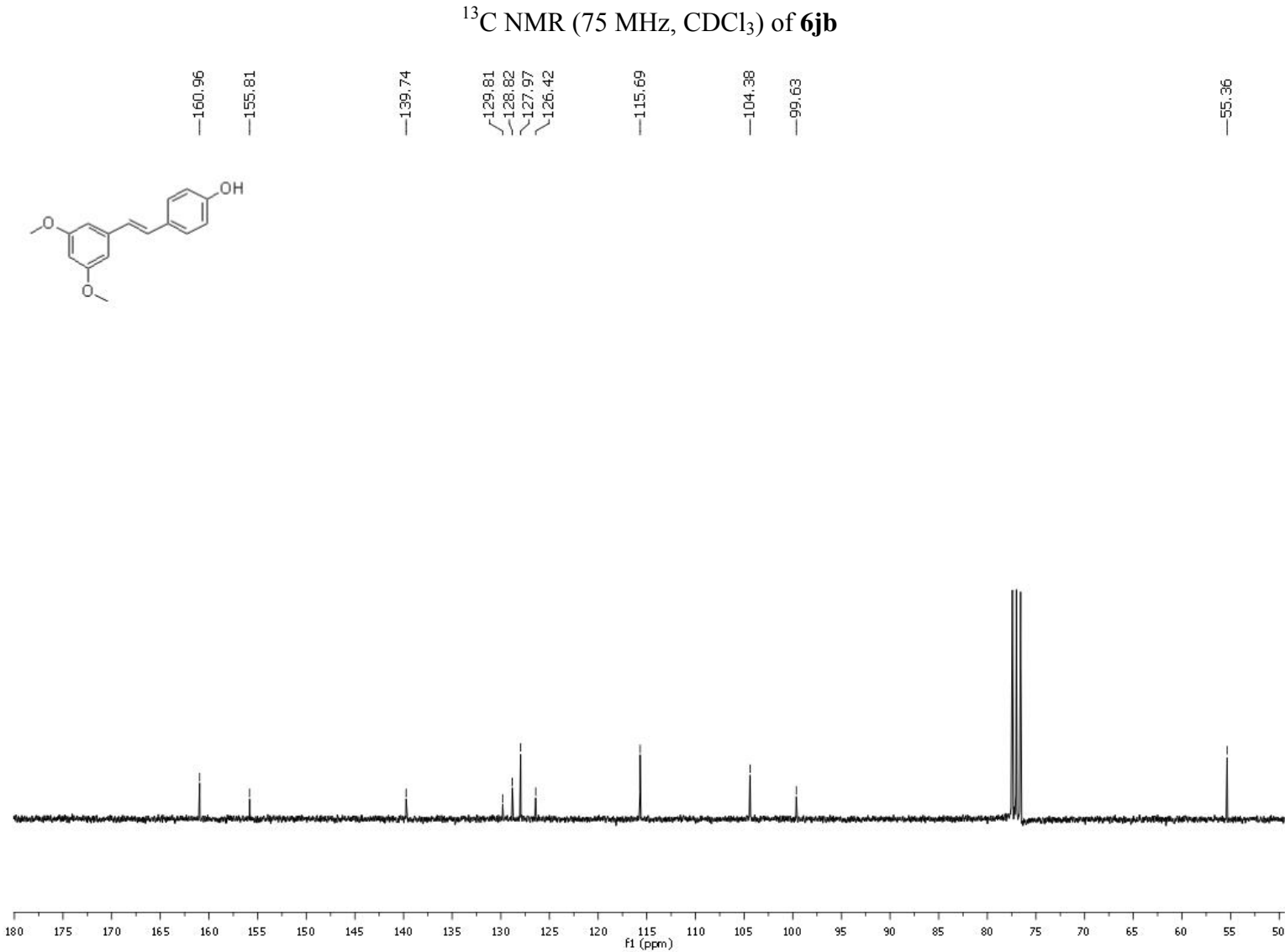




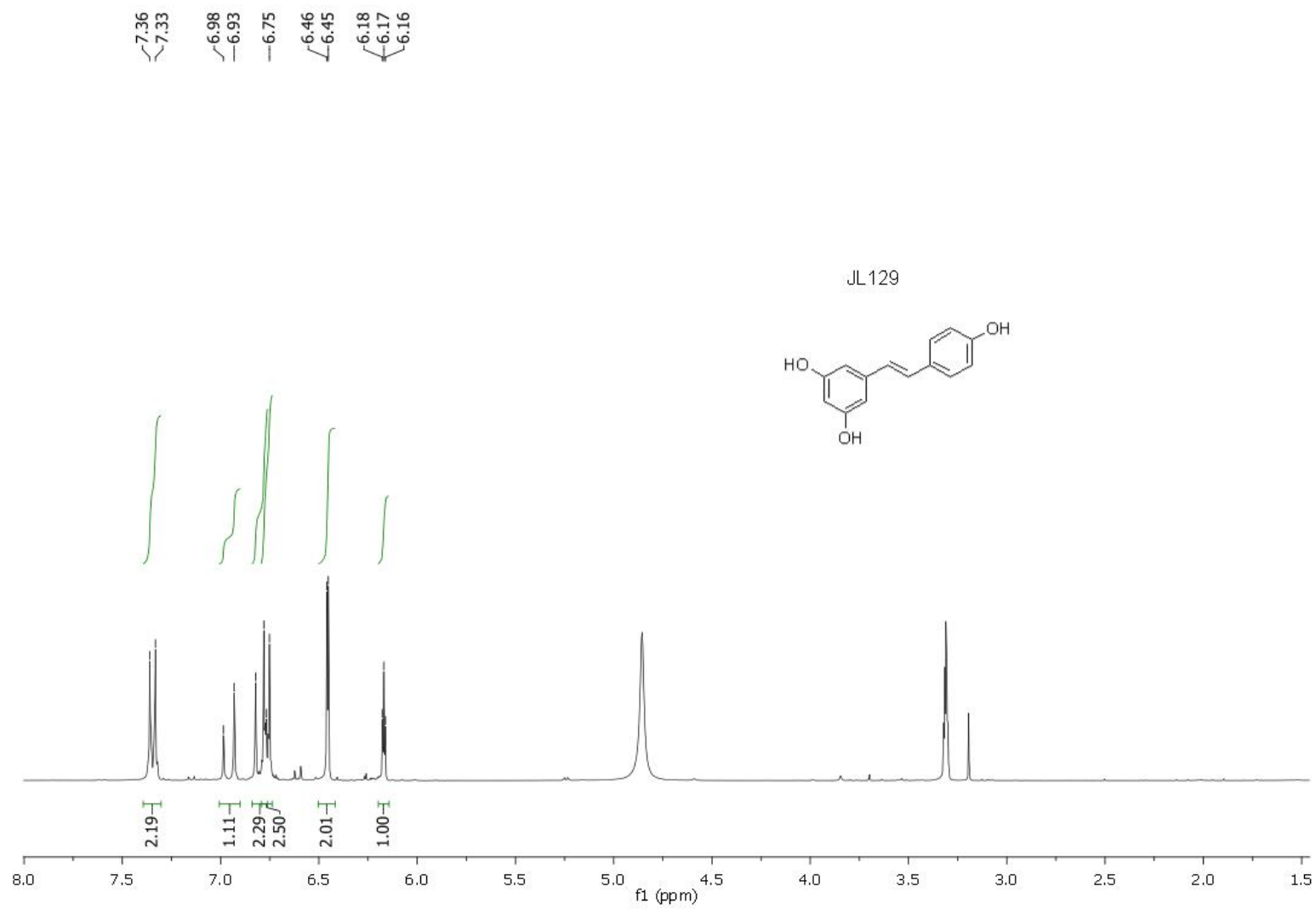




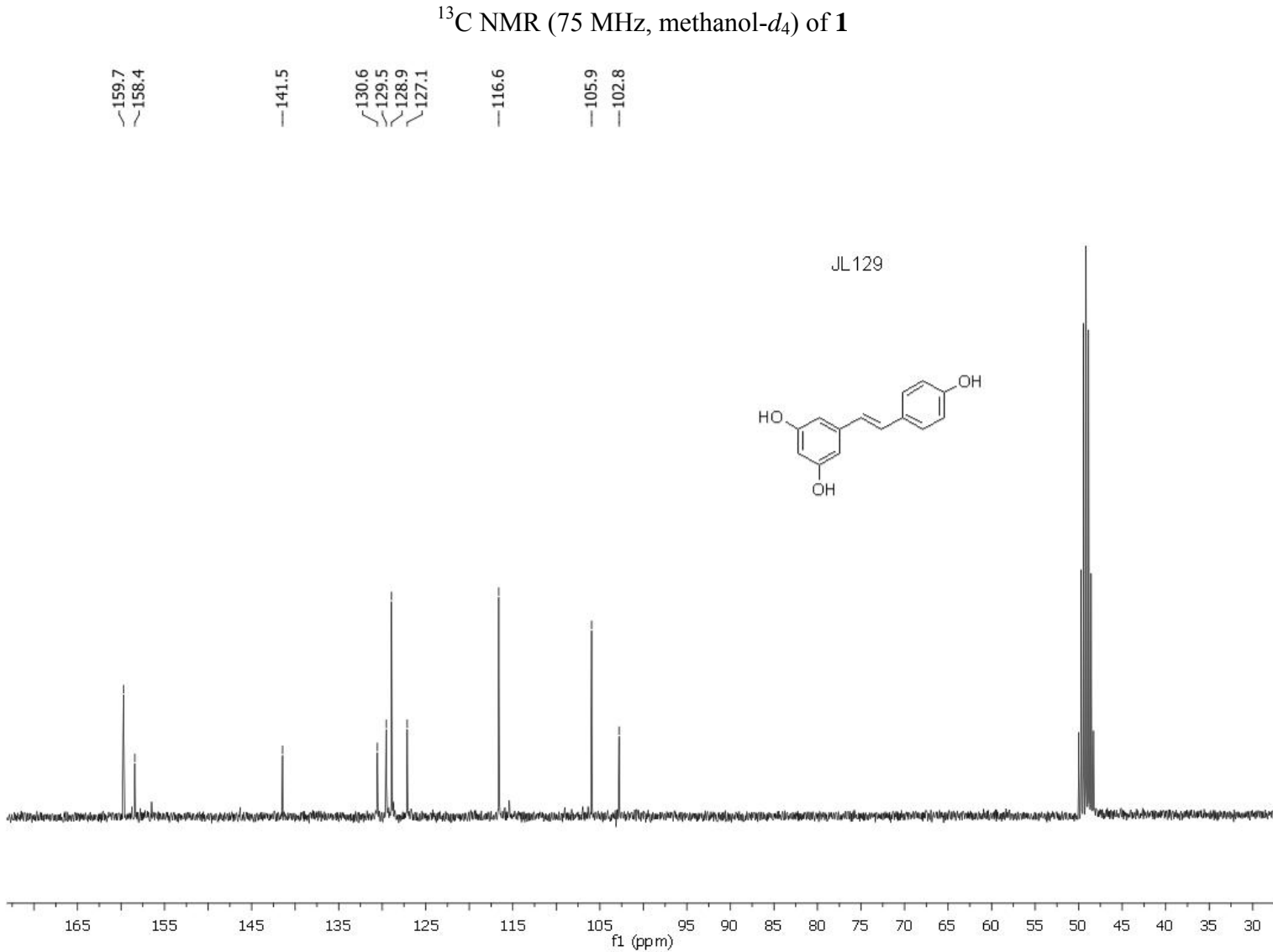


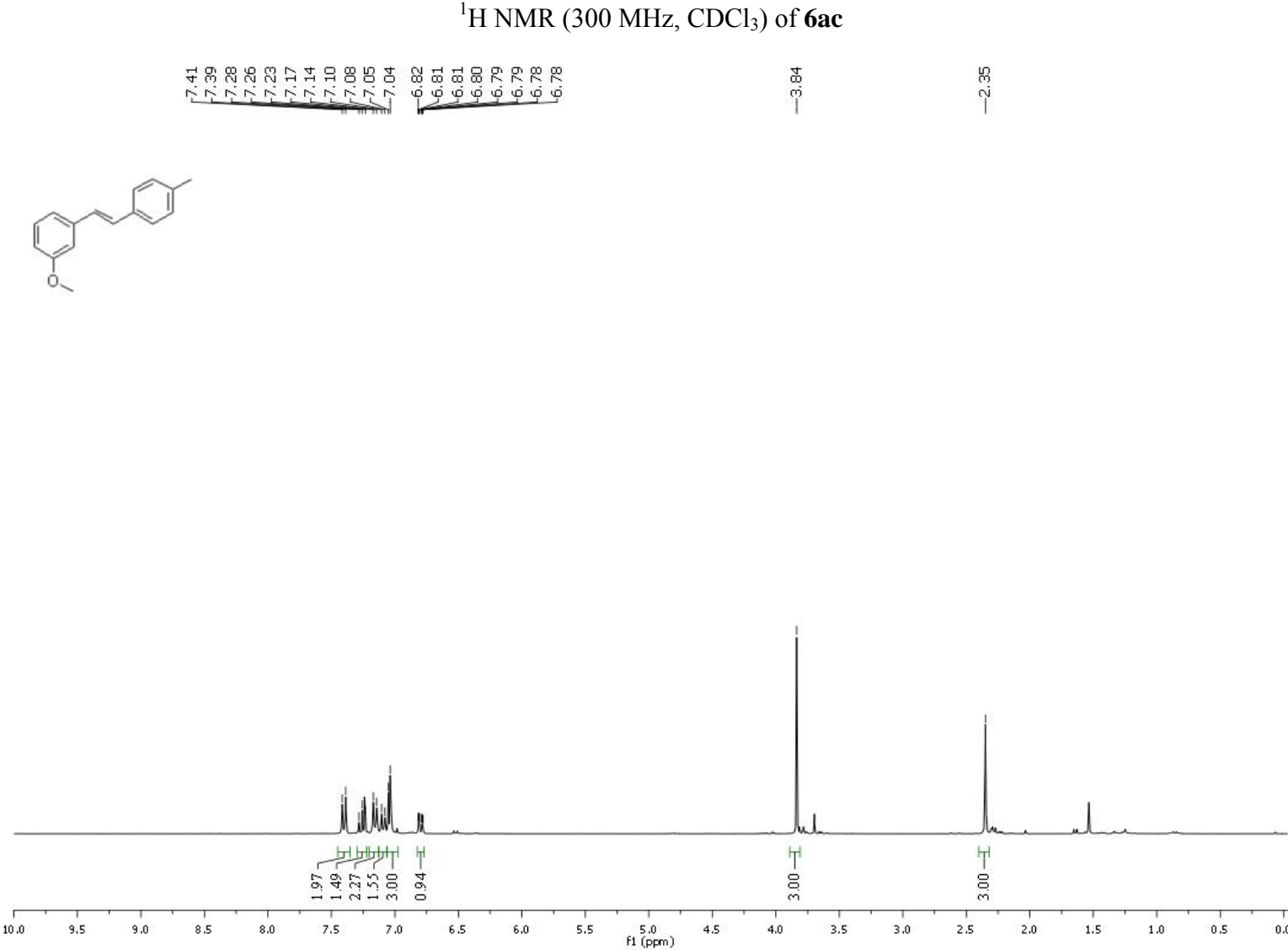


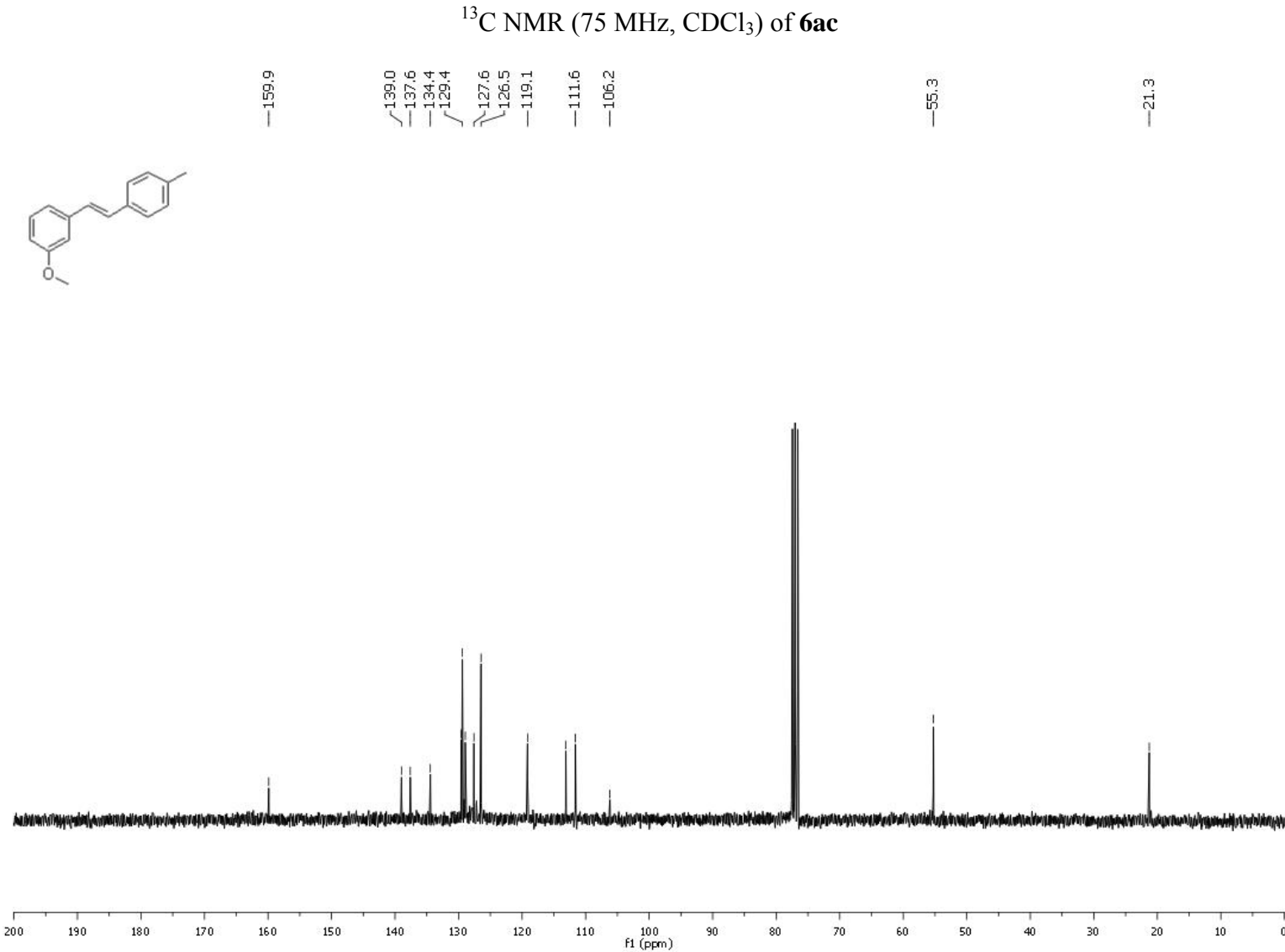
<sup>1</sup>H NMR (300 MHz, methanol-*d*<sub>4</sub>) of **1**

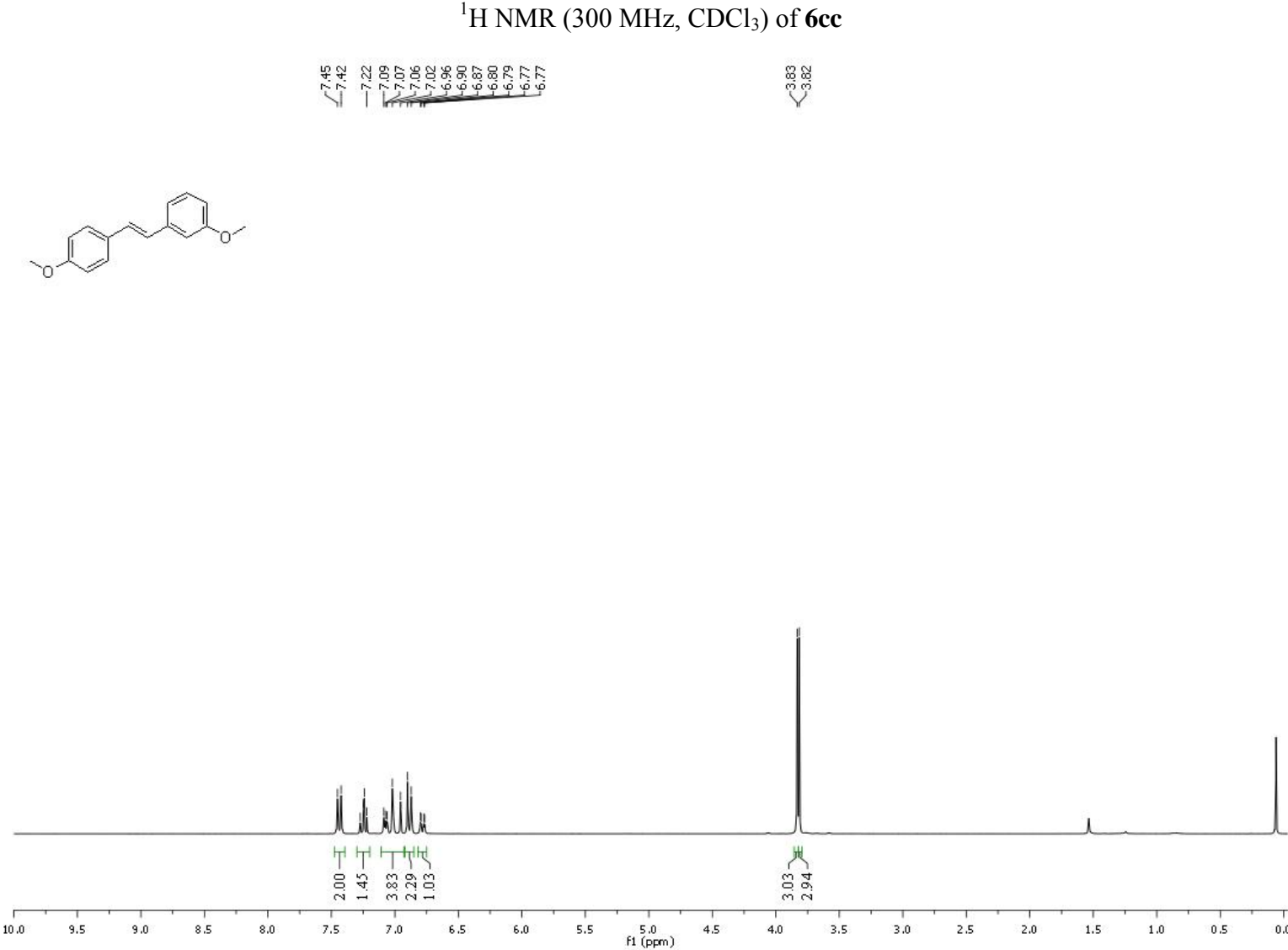


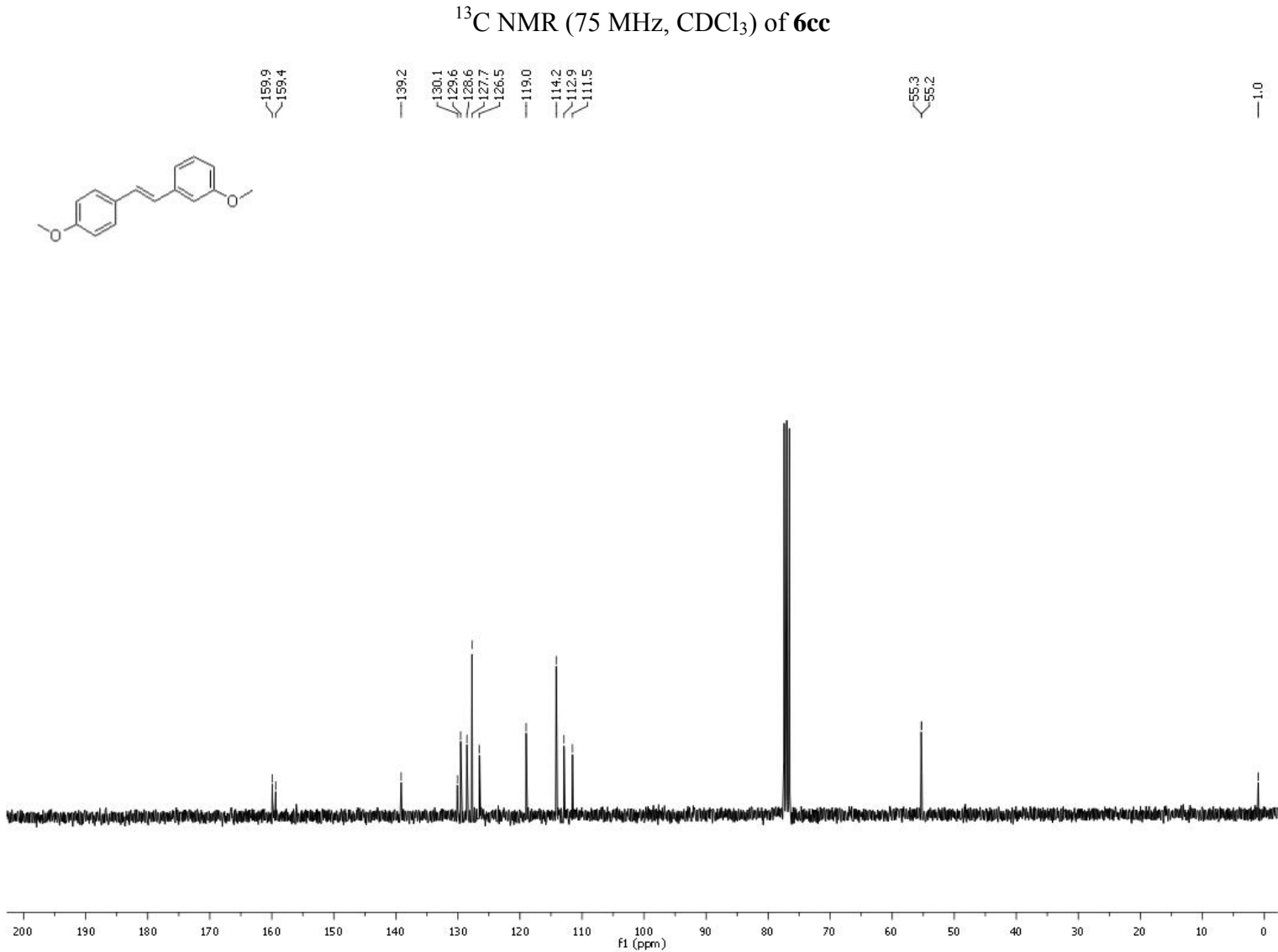


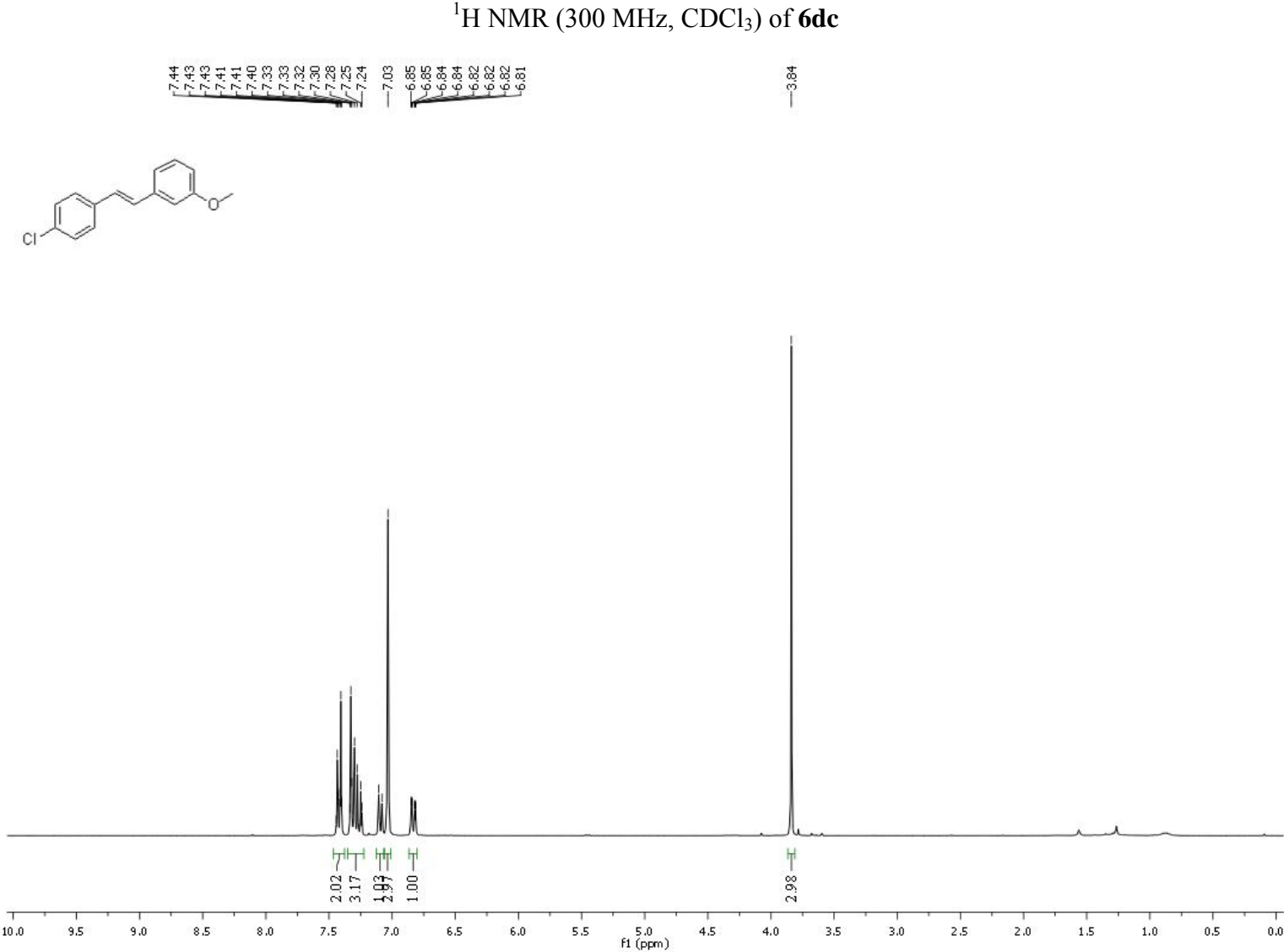


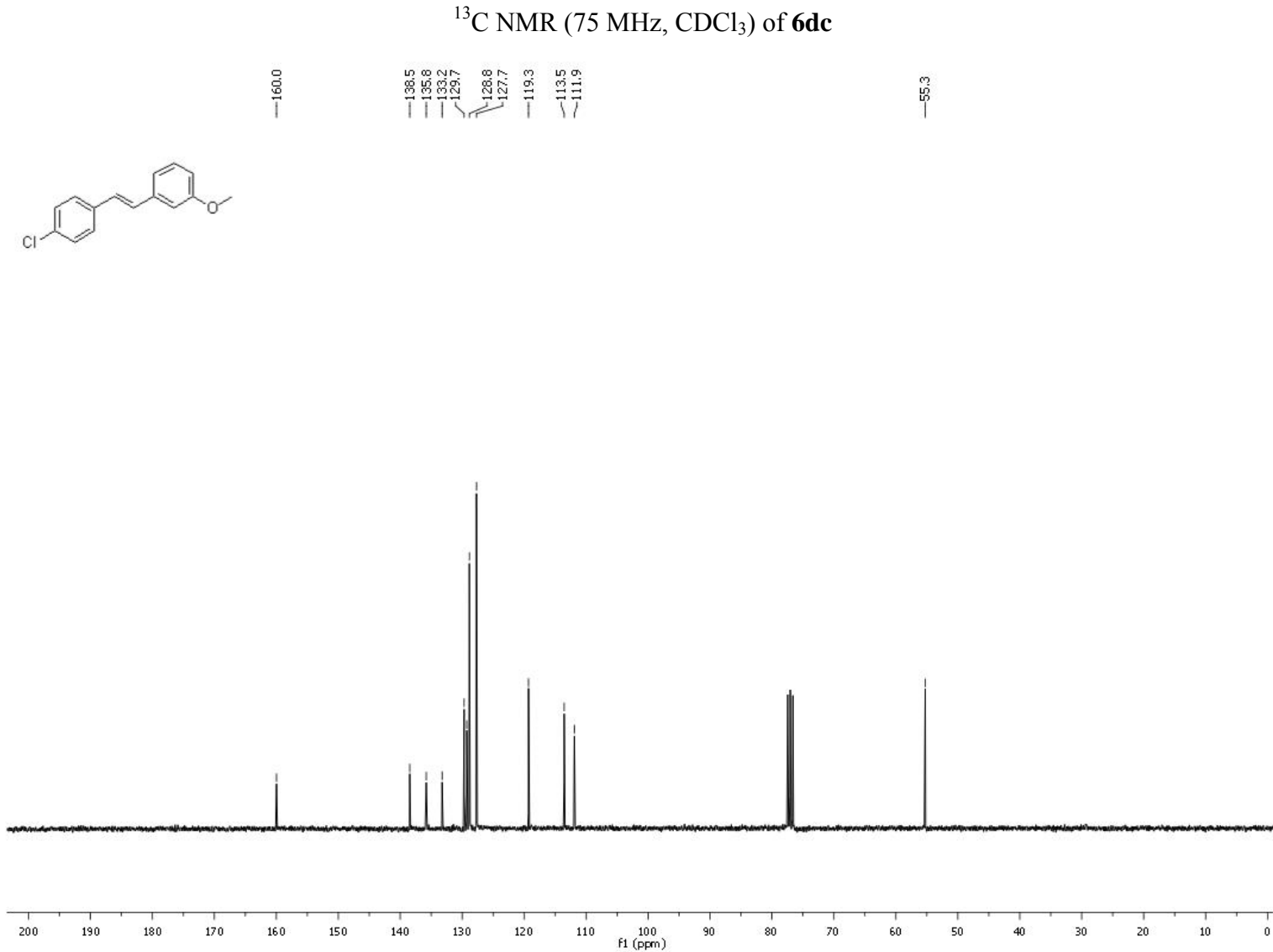


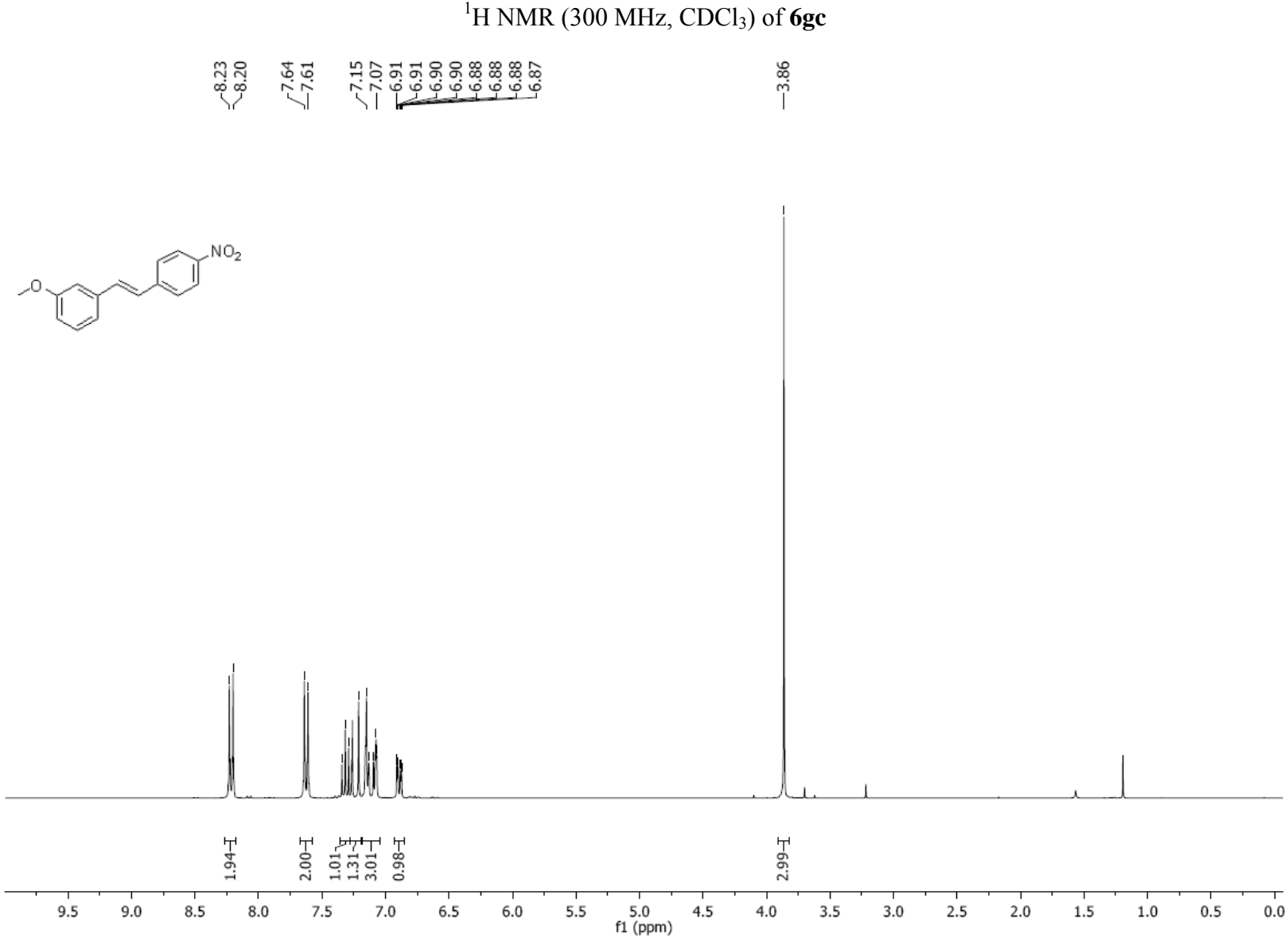




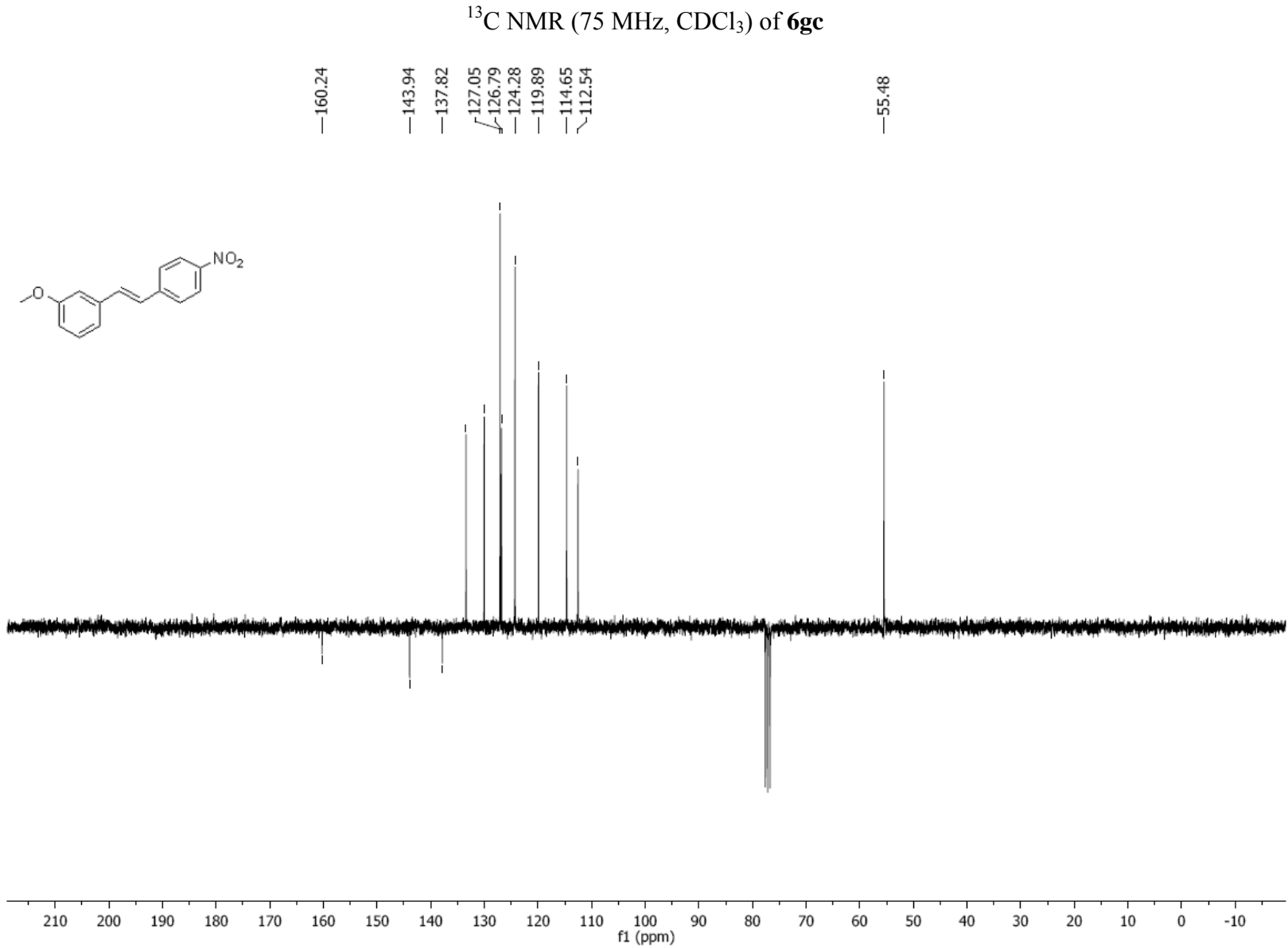


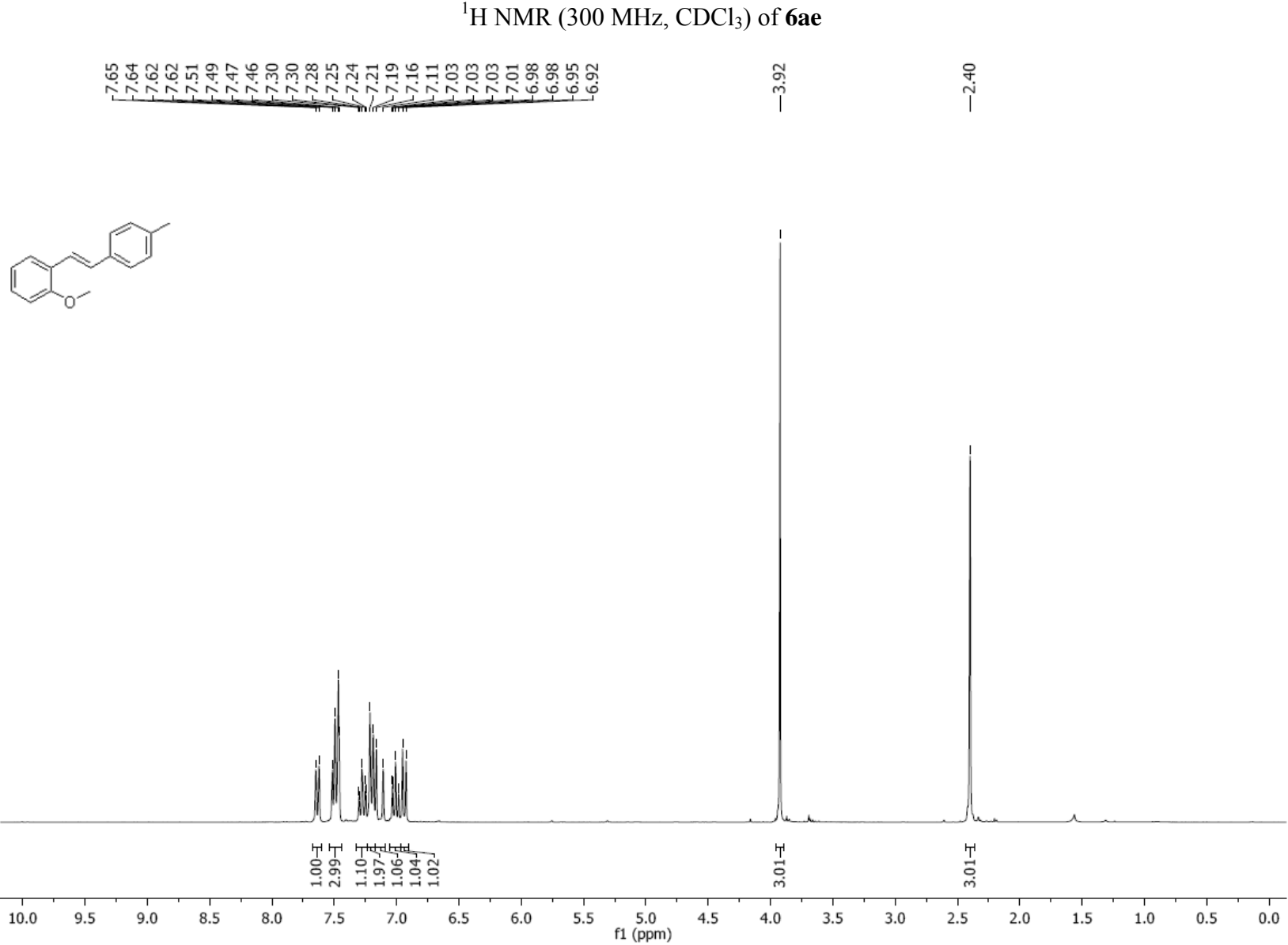


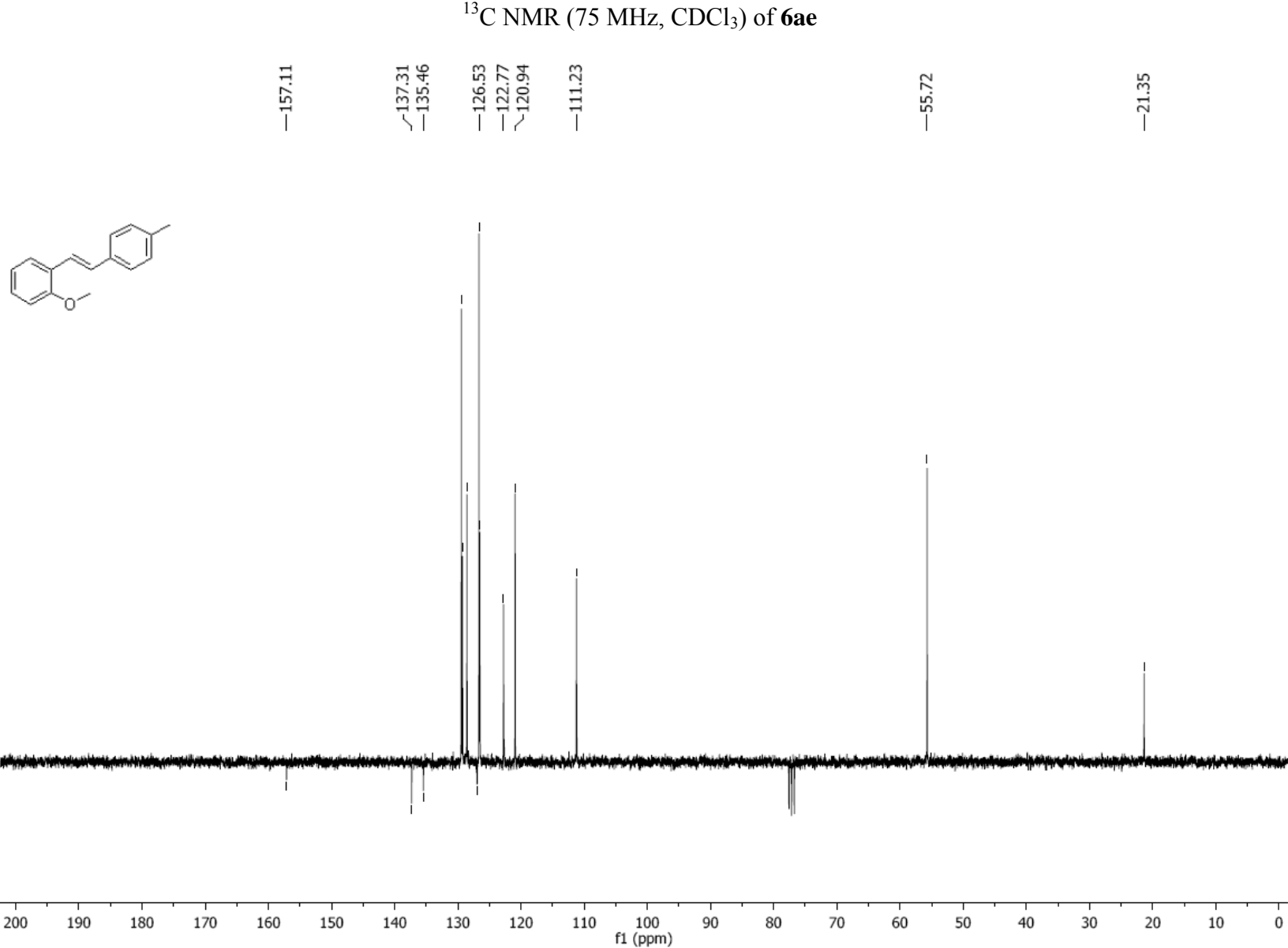


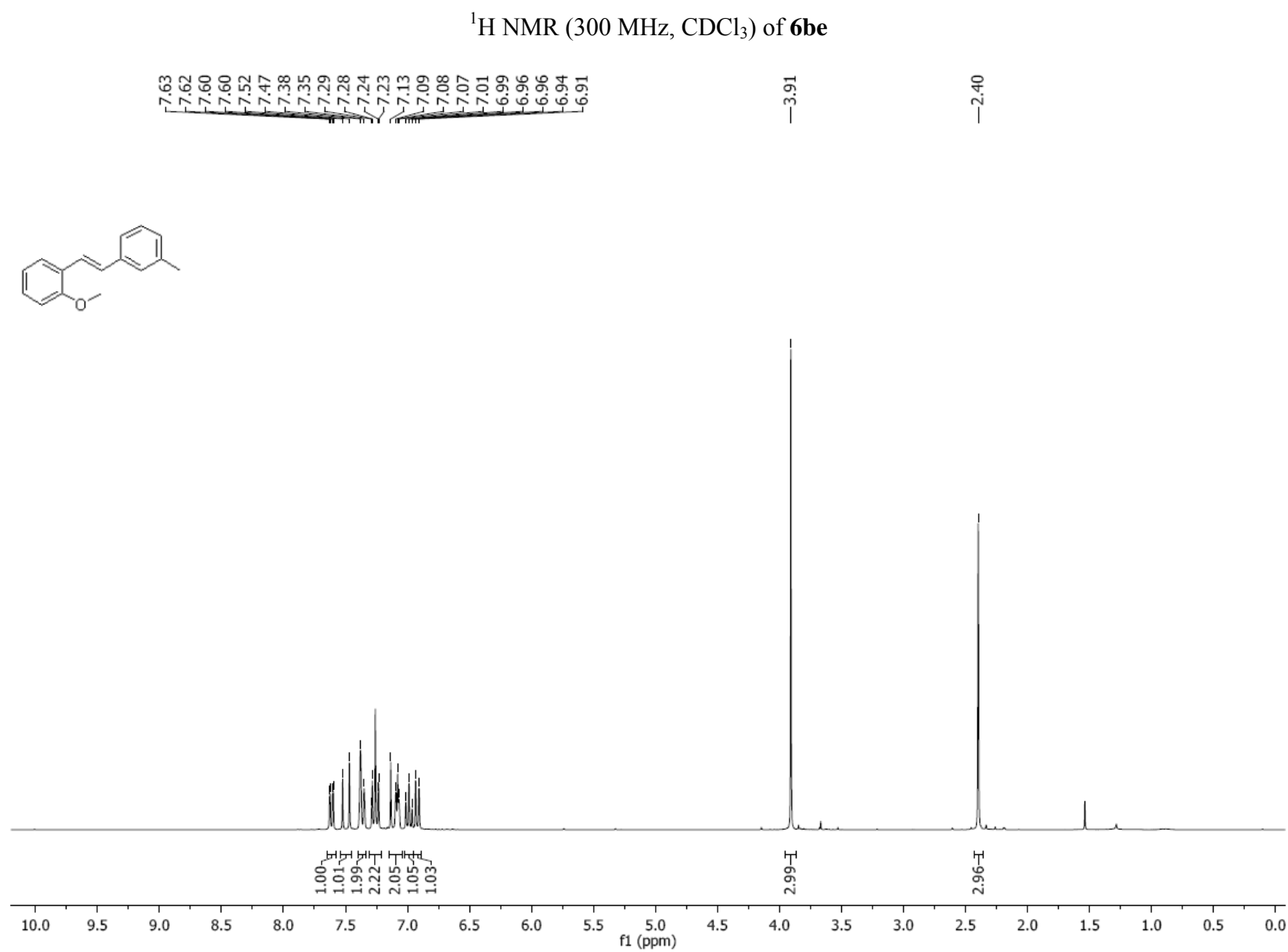


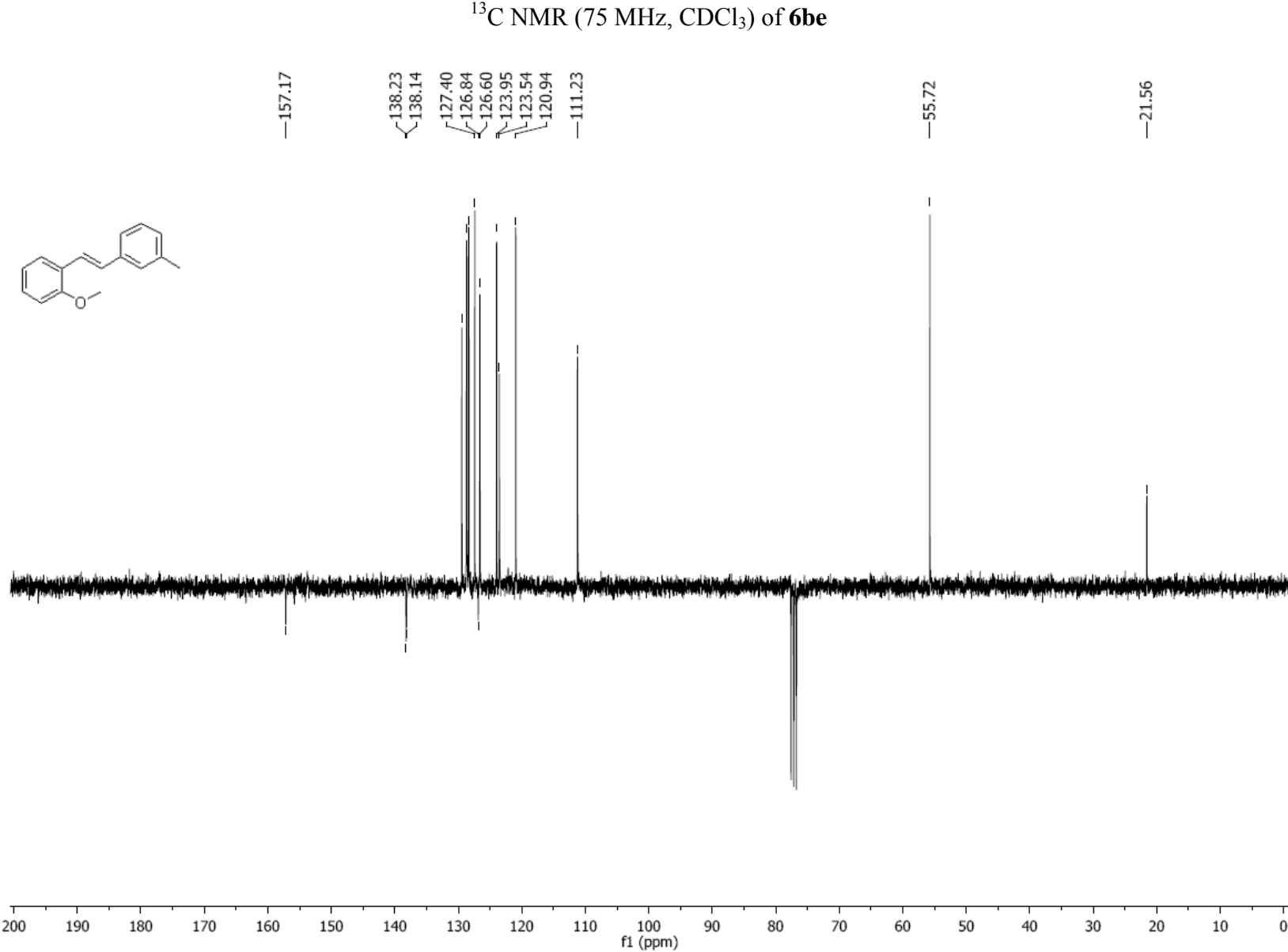


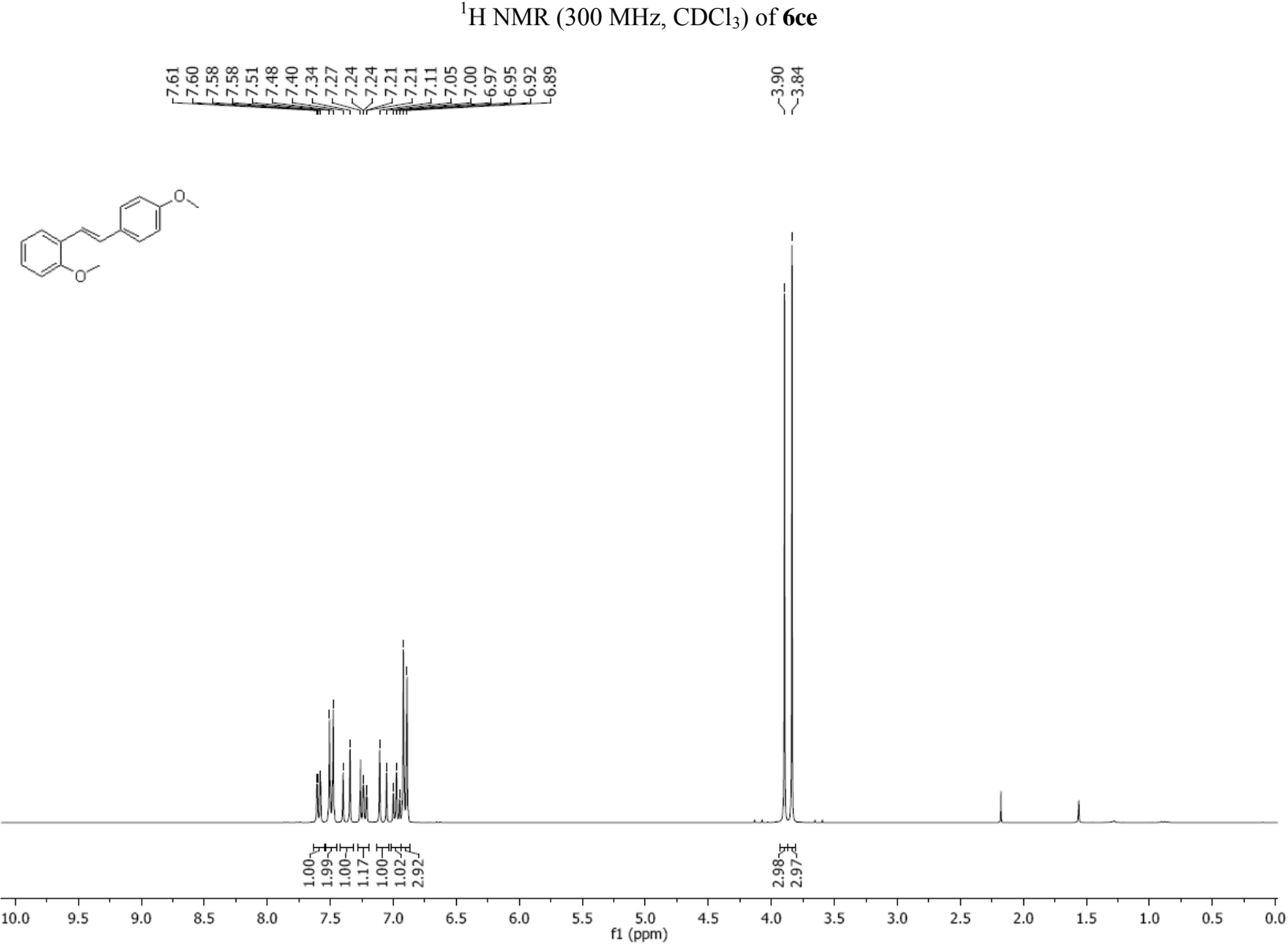


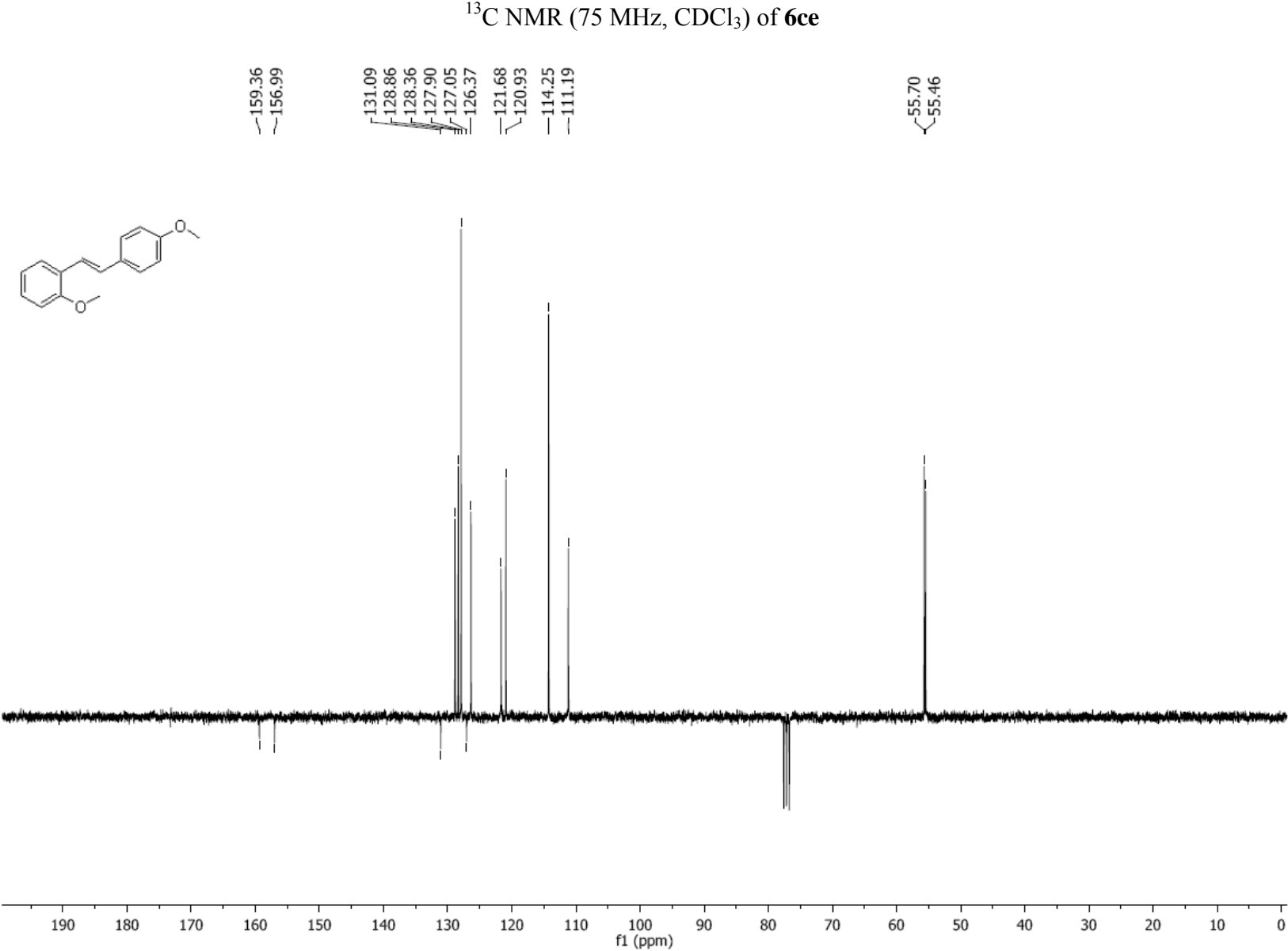


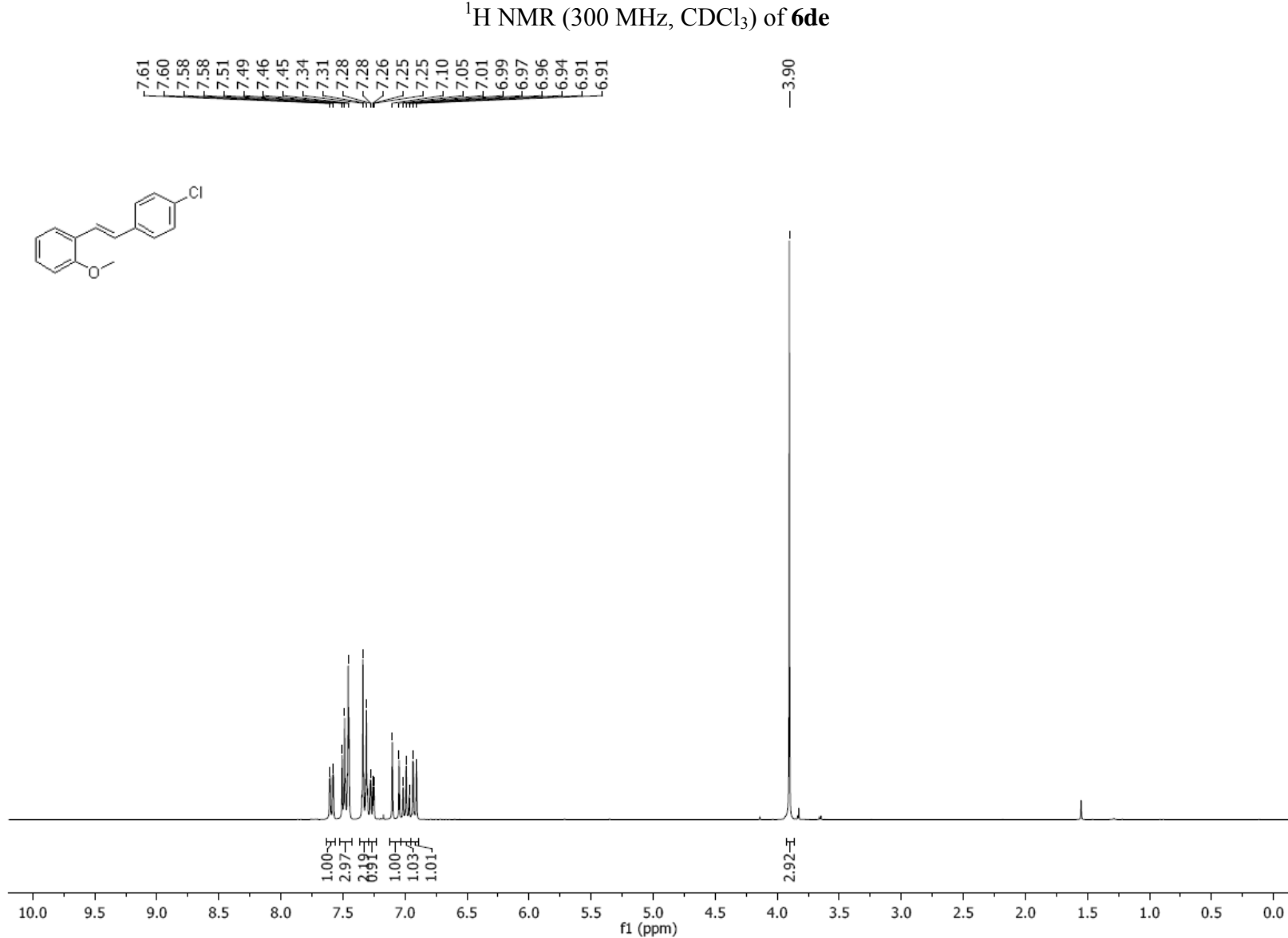




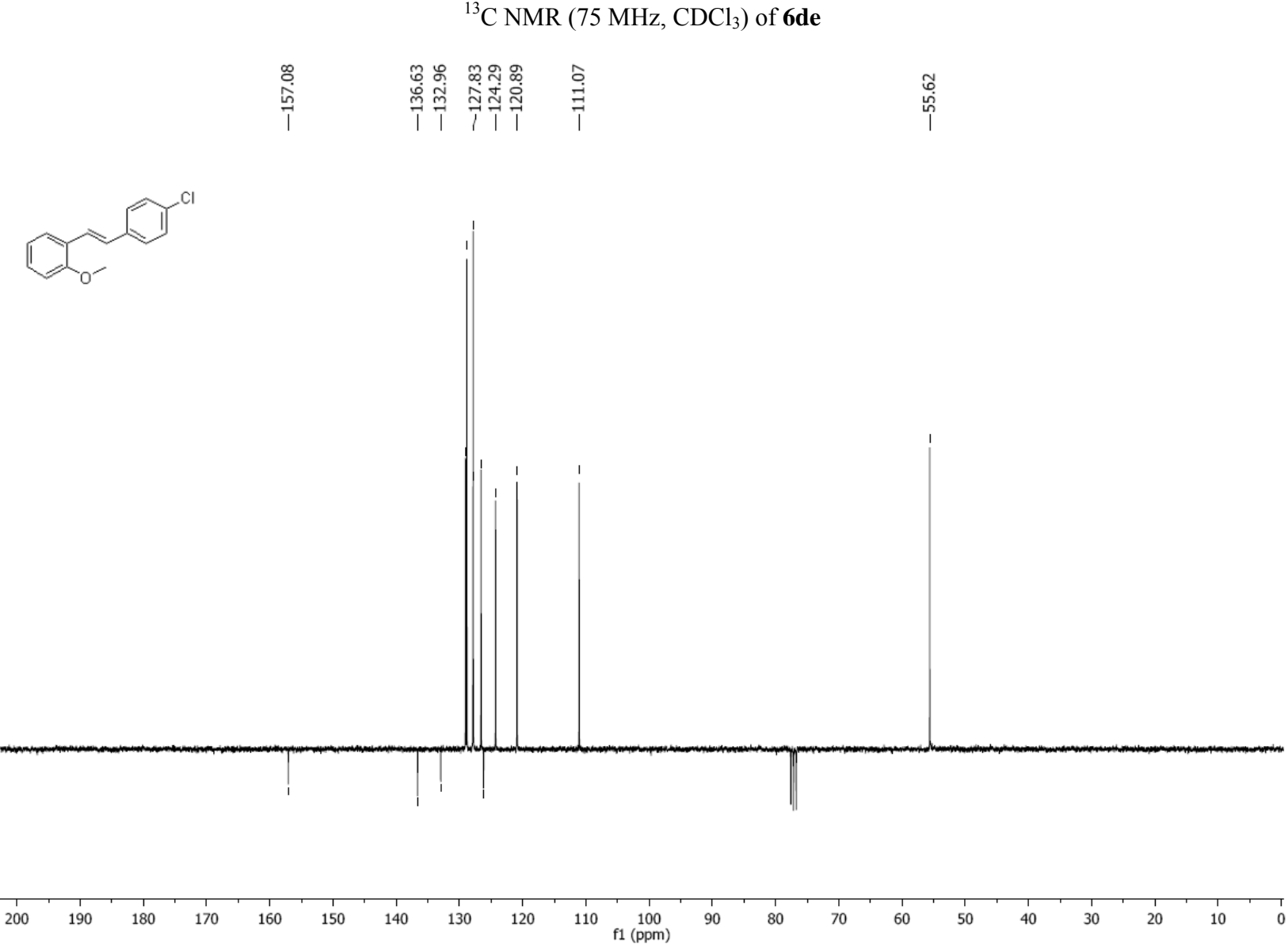


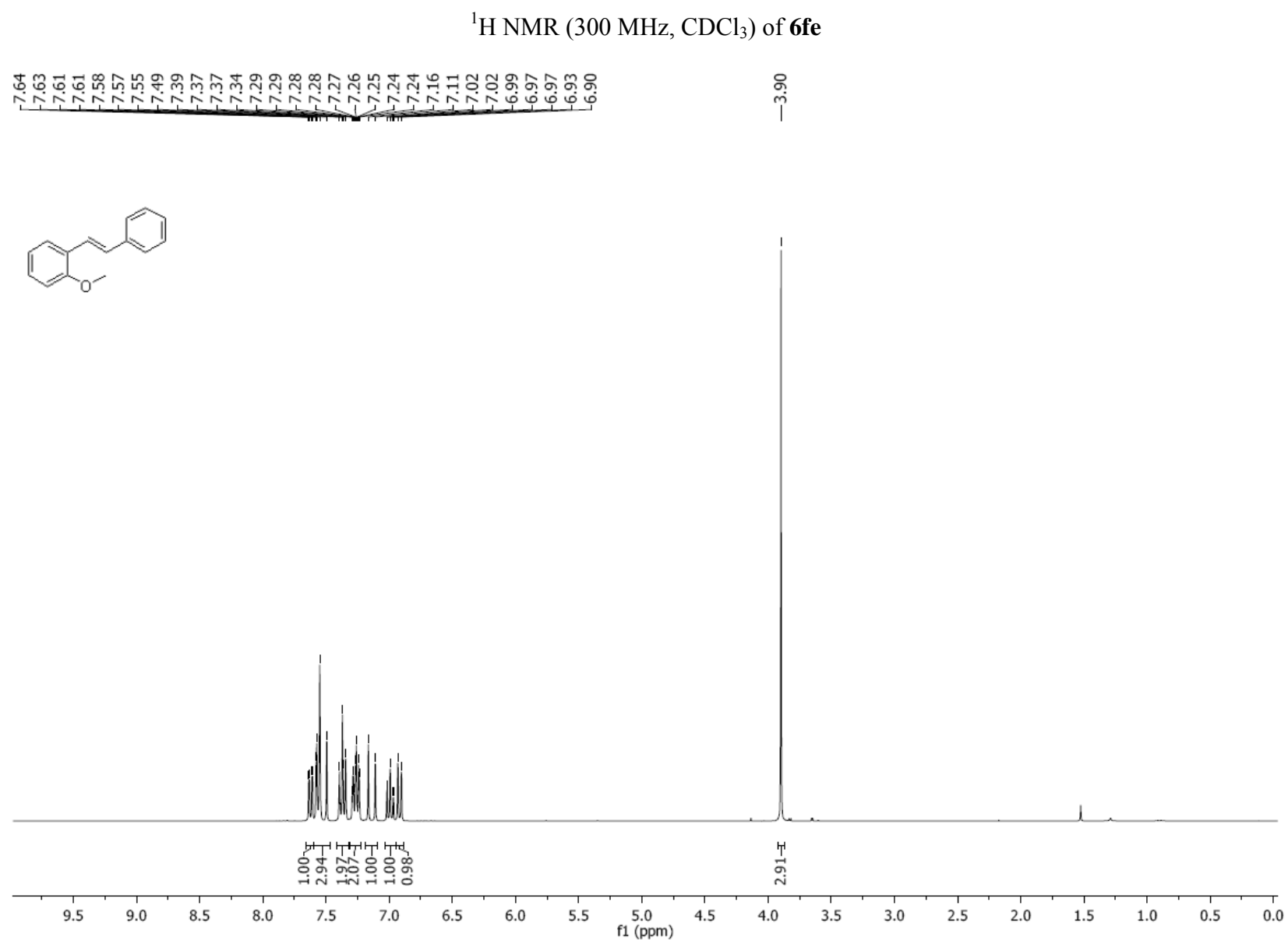


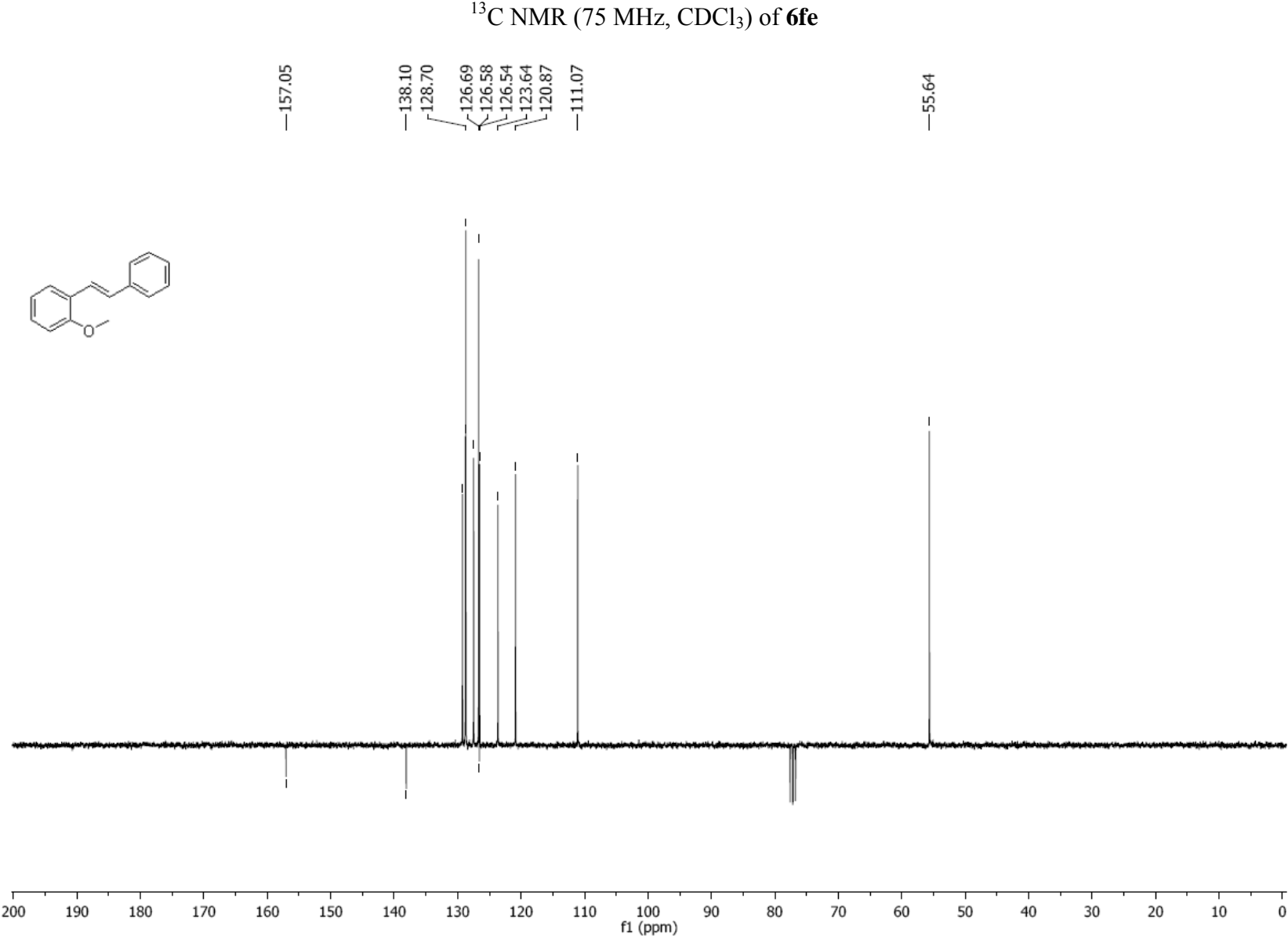


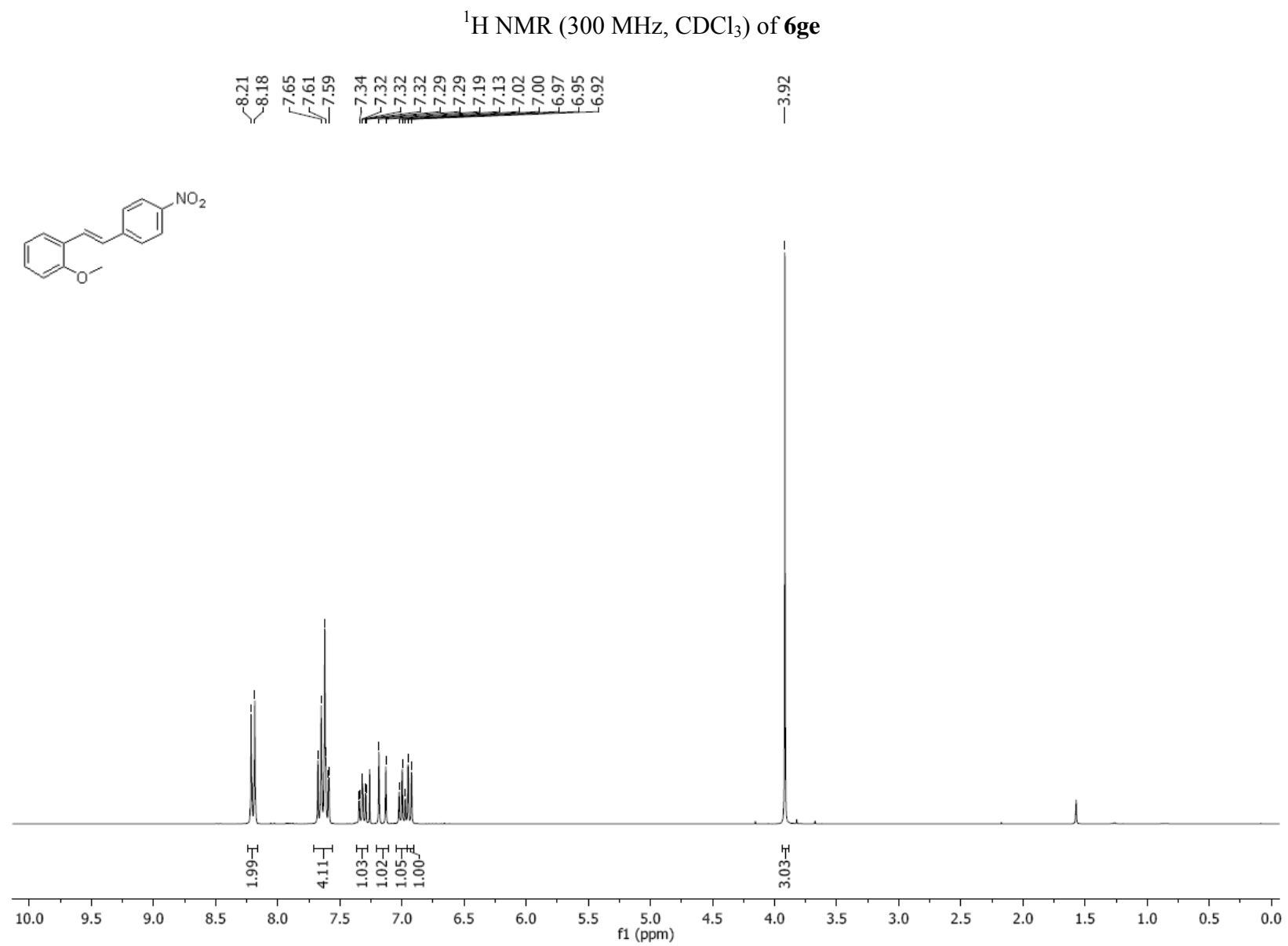


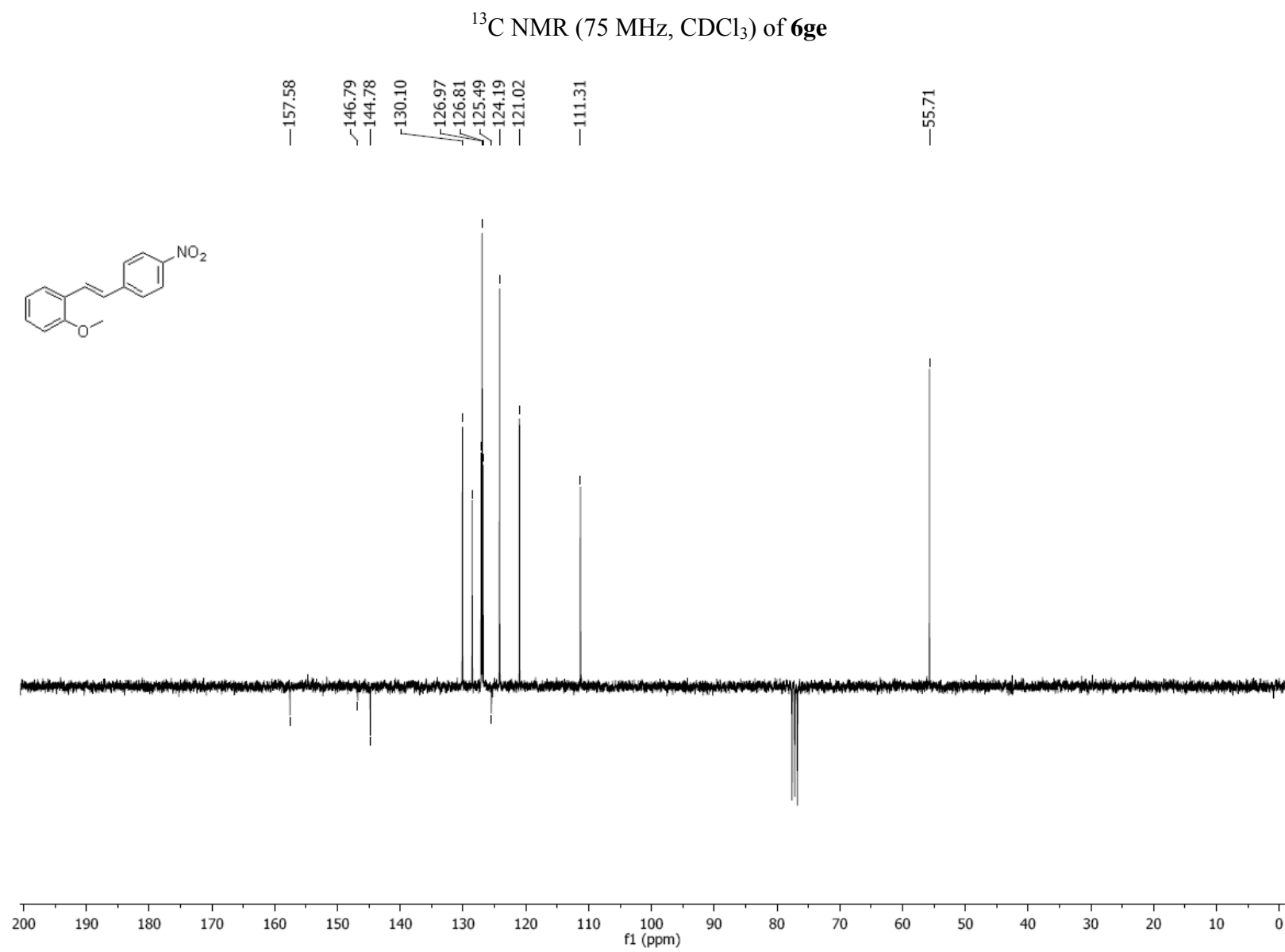




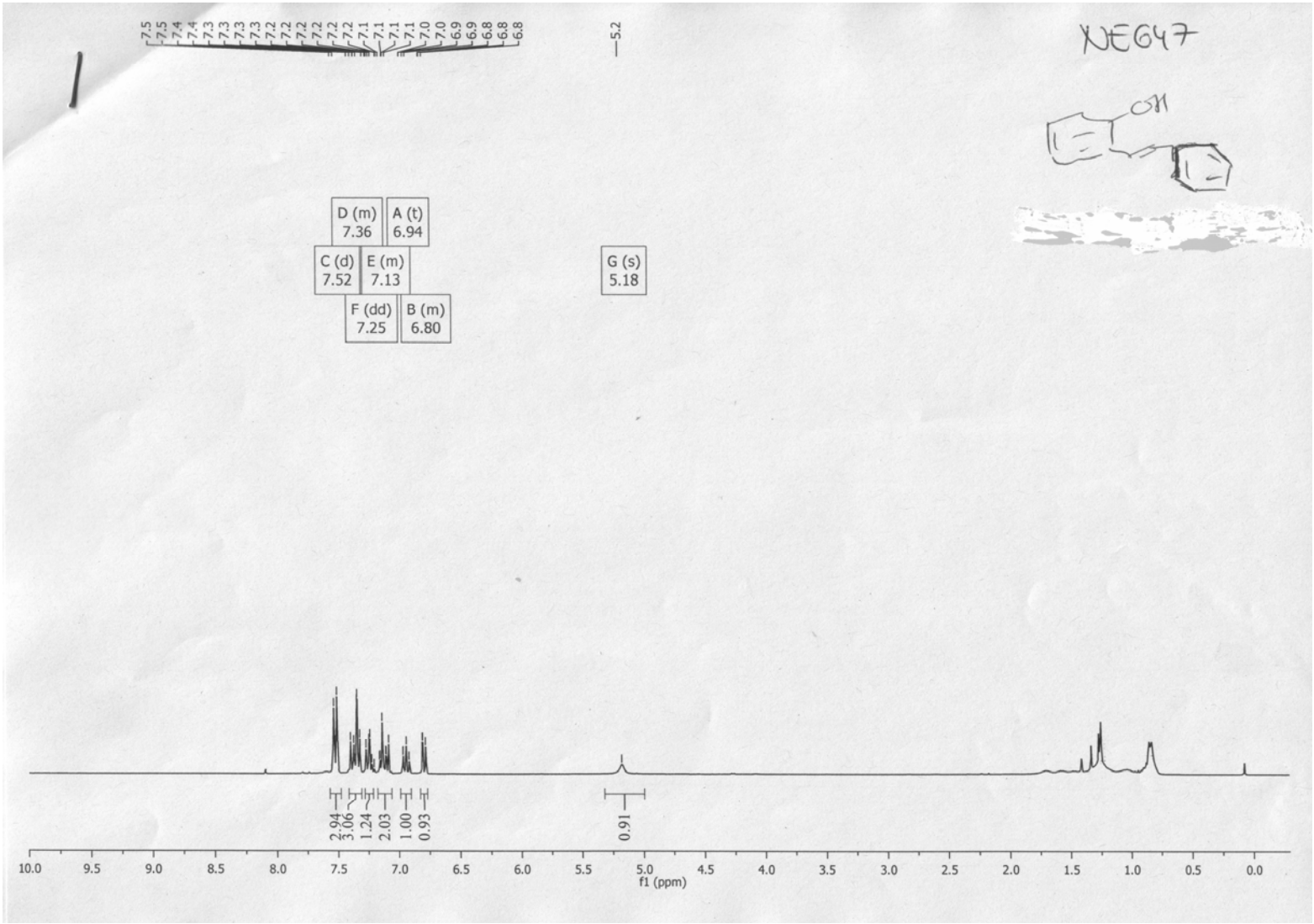




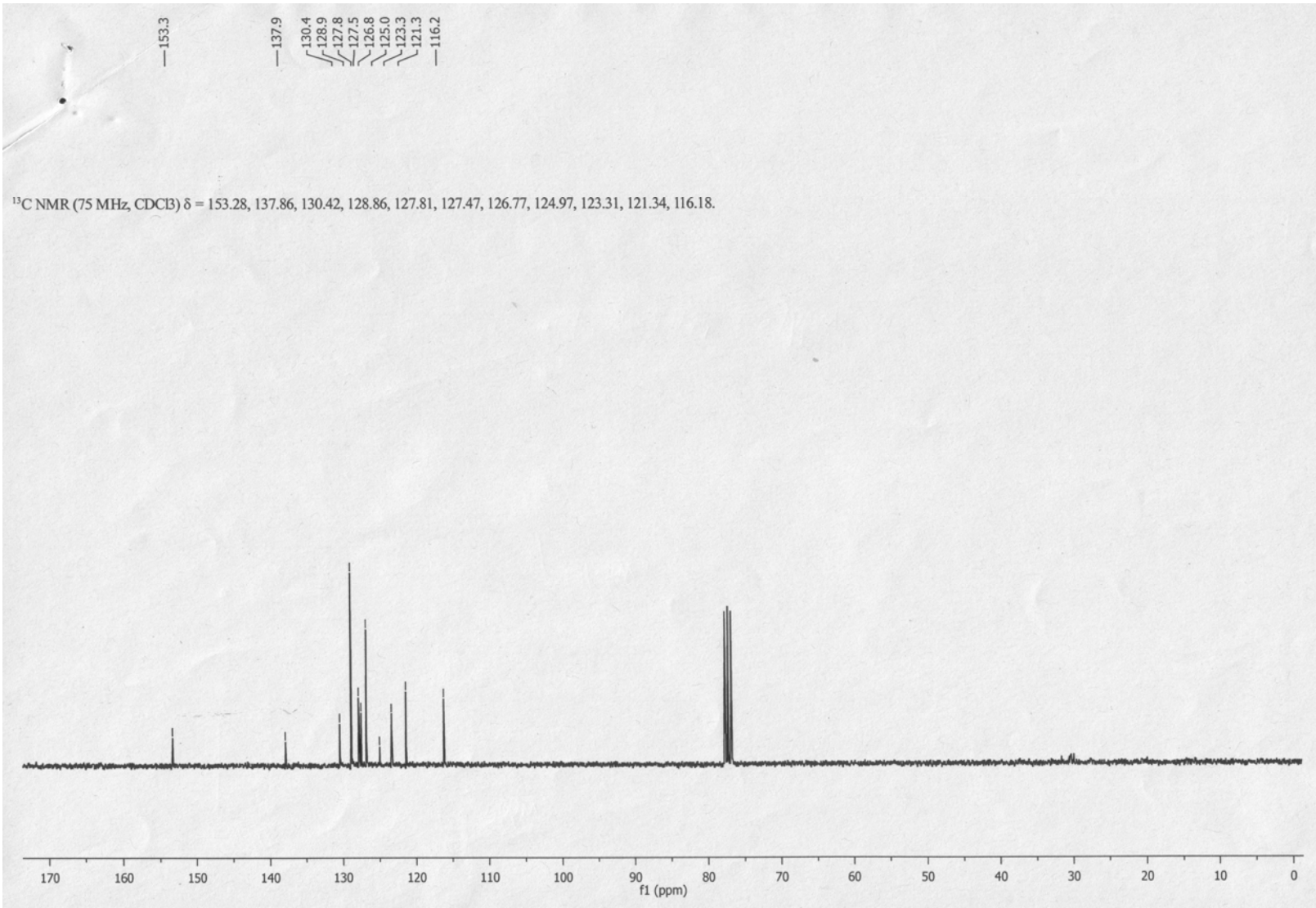


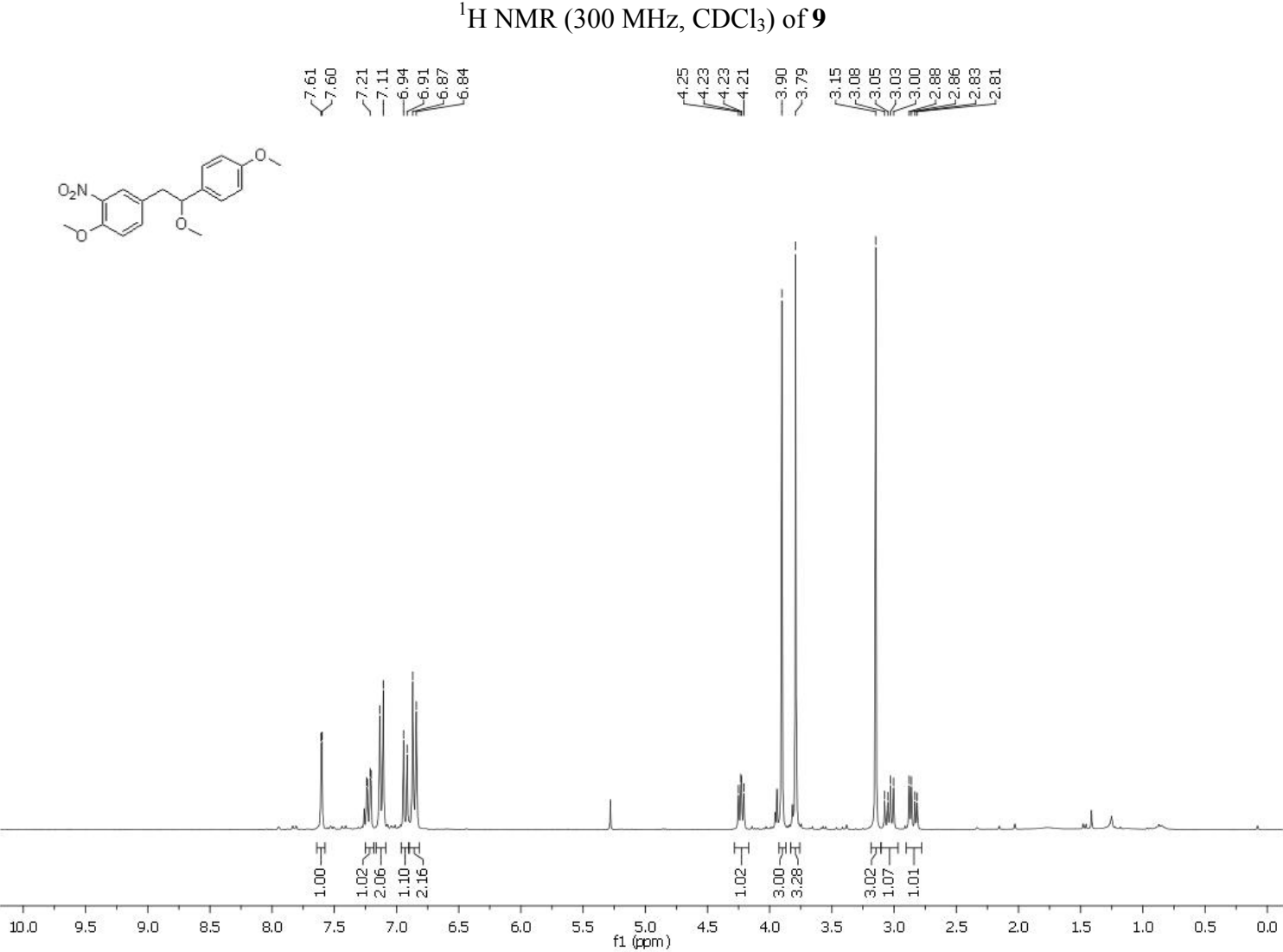


<sup>1</sup>H NMR (300 MHz, CDCl<sub>3</sub>) of **6ff**

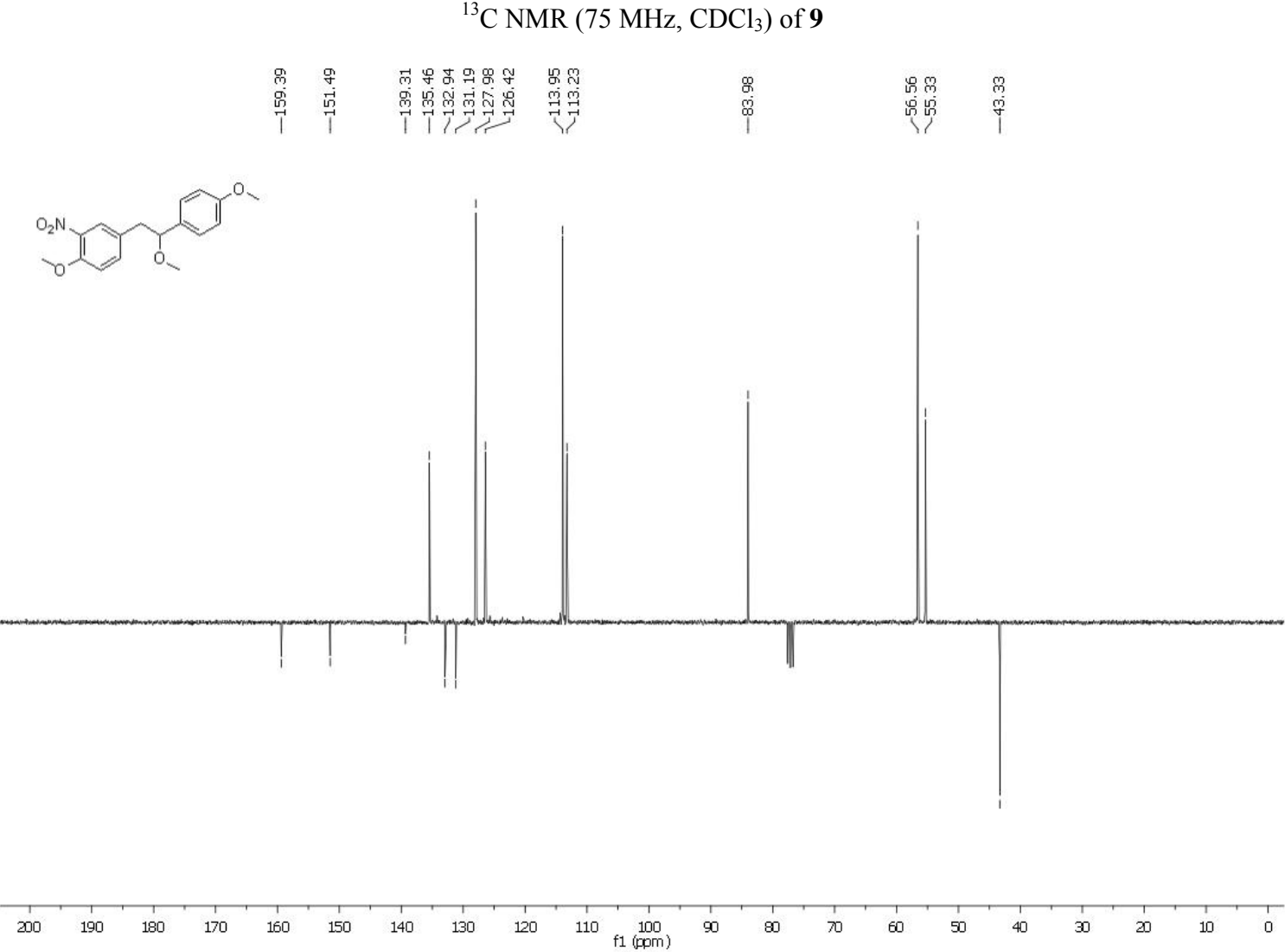


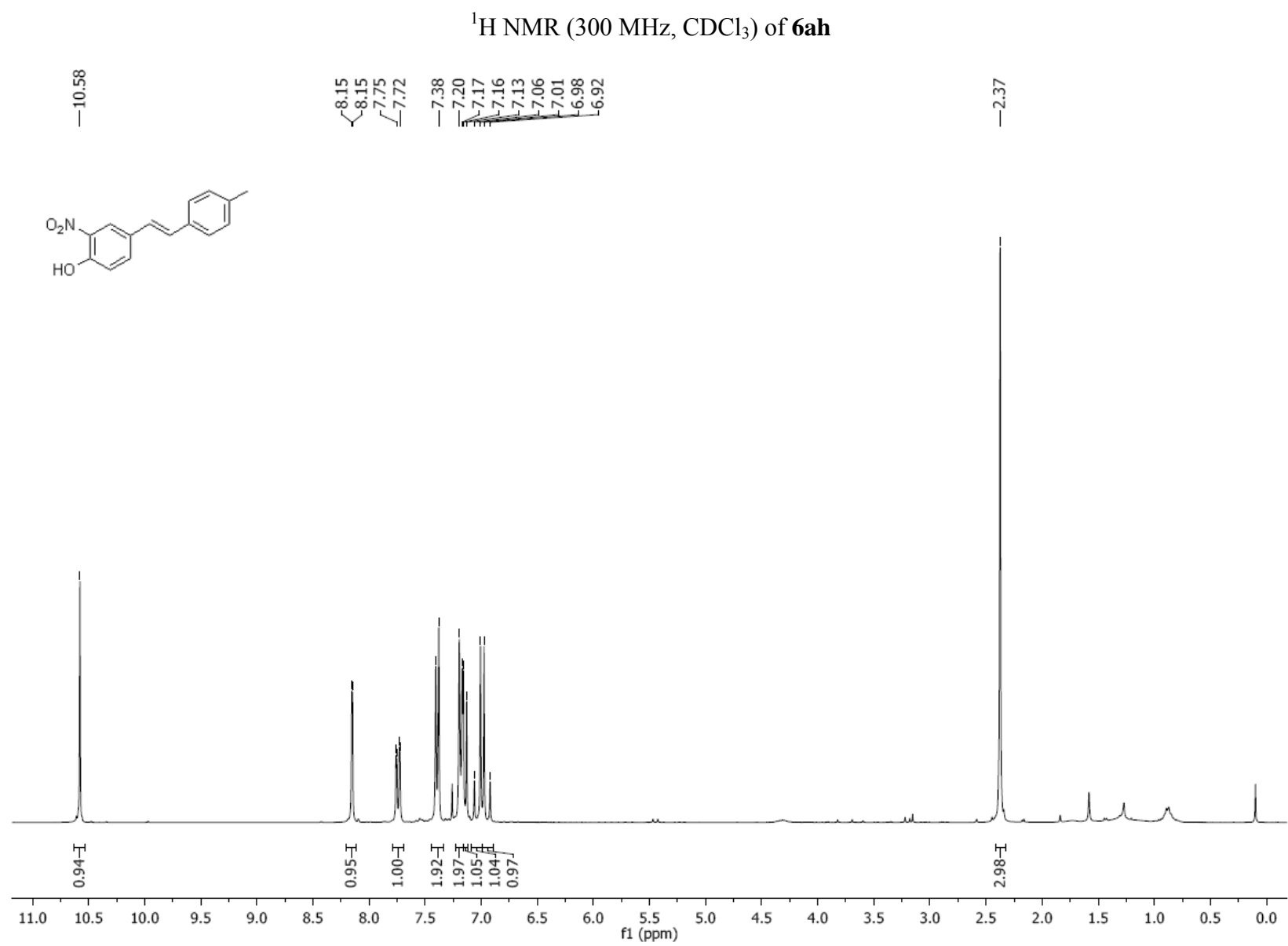
$^{13}\text{C}$  NMR (75 MHz,  $\text{CDCl}_3$ ) of **6ff**

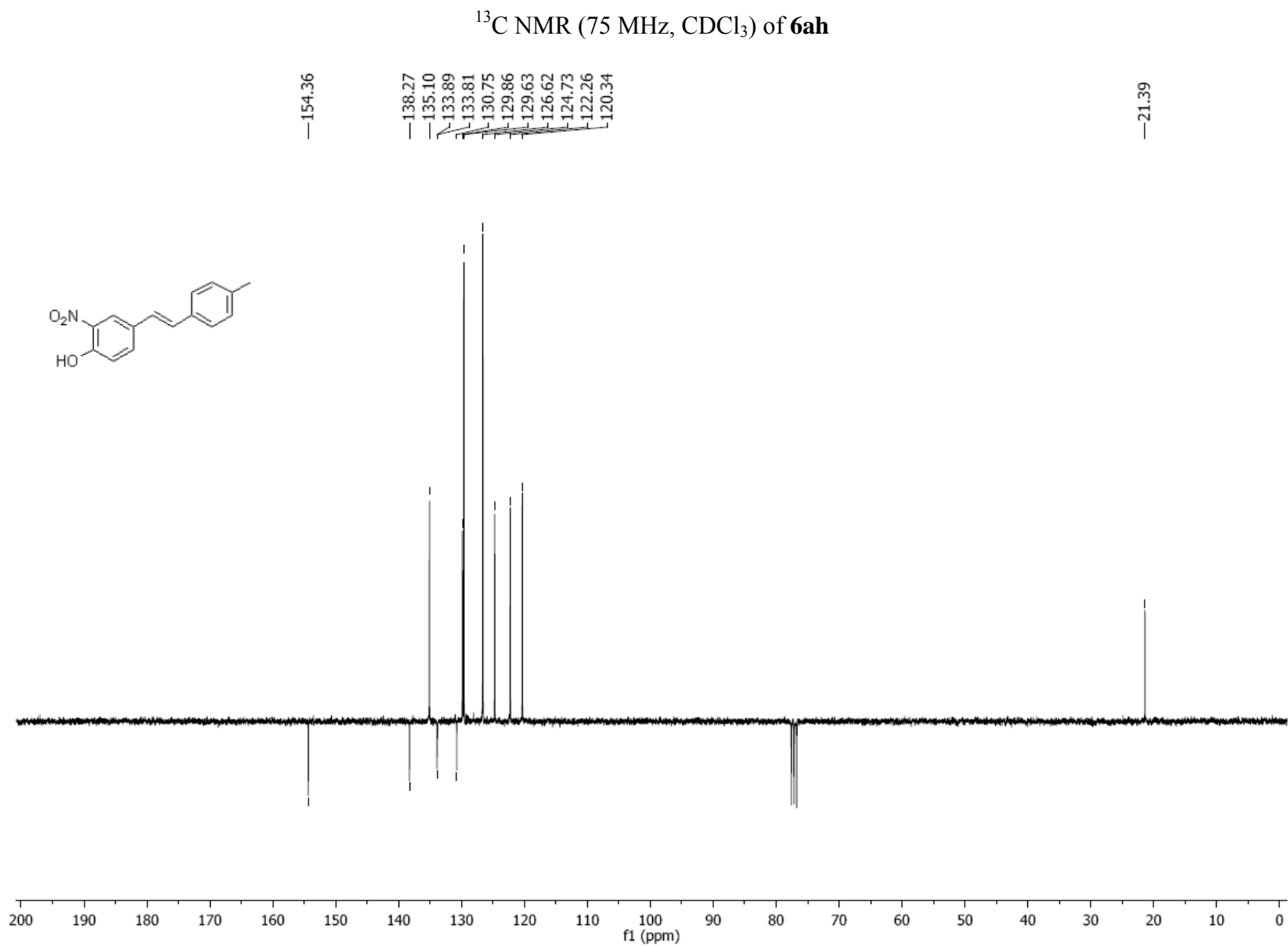


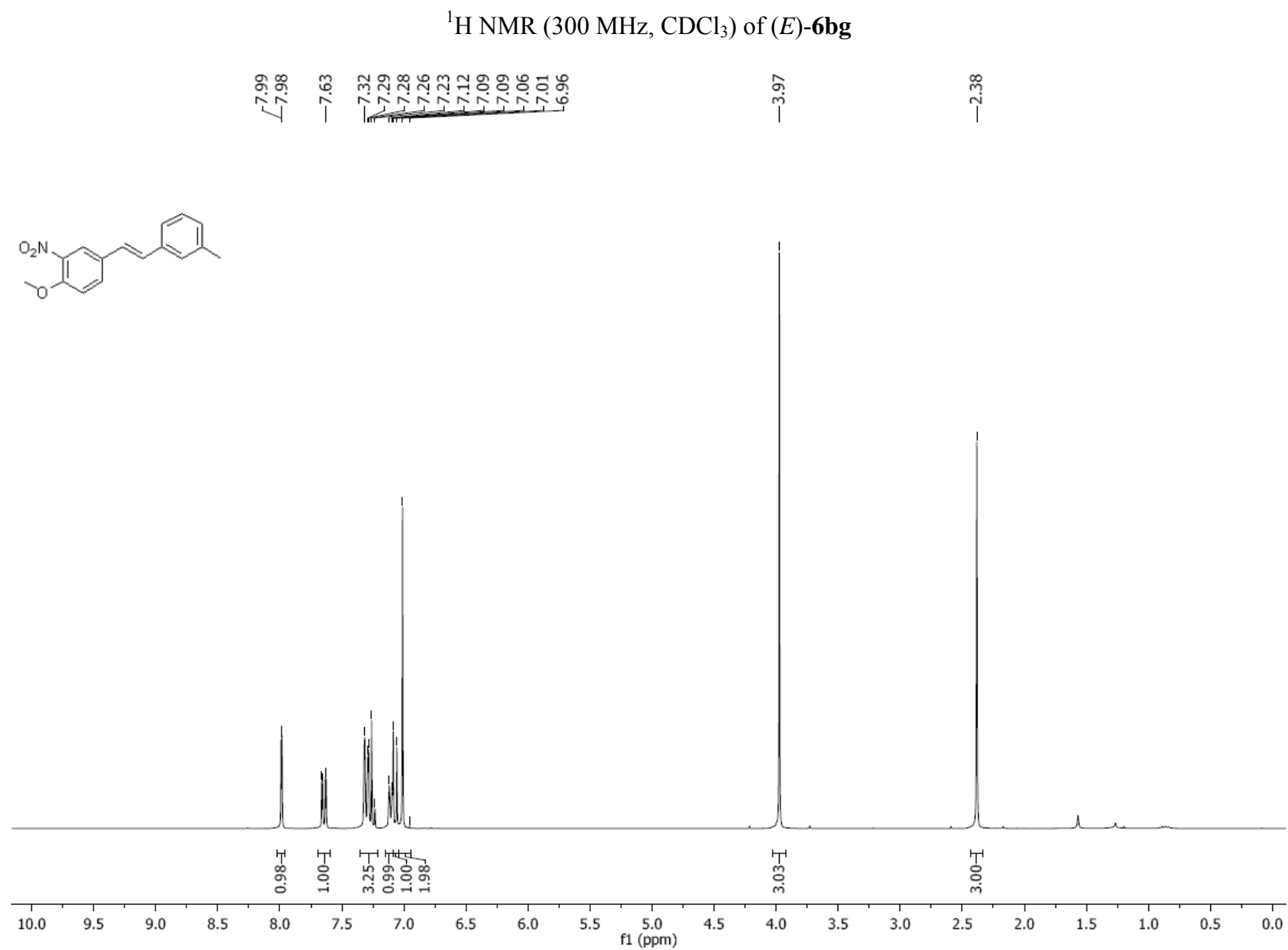


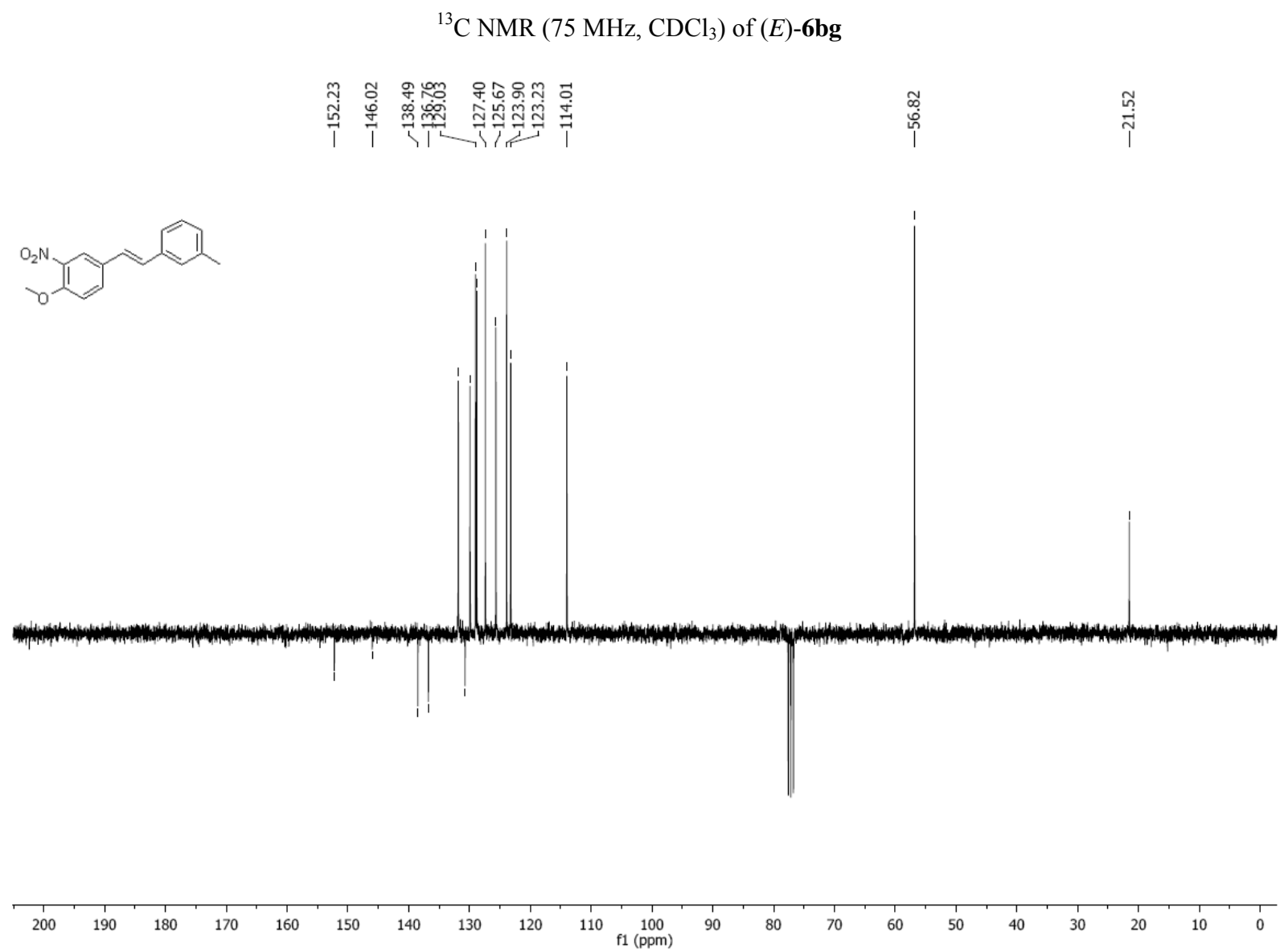


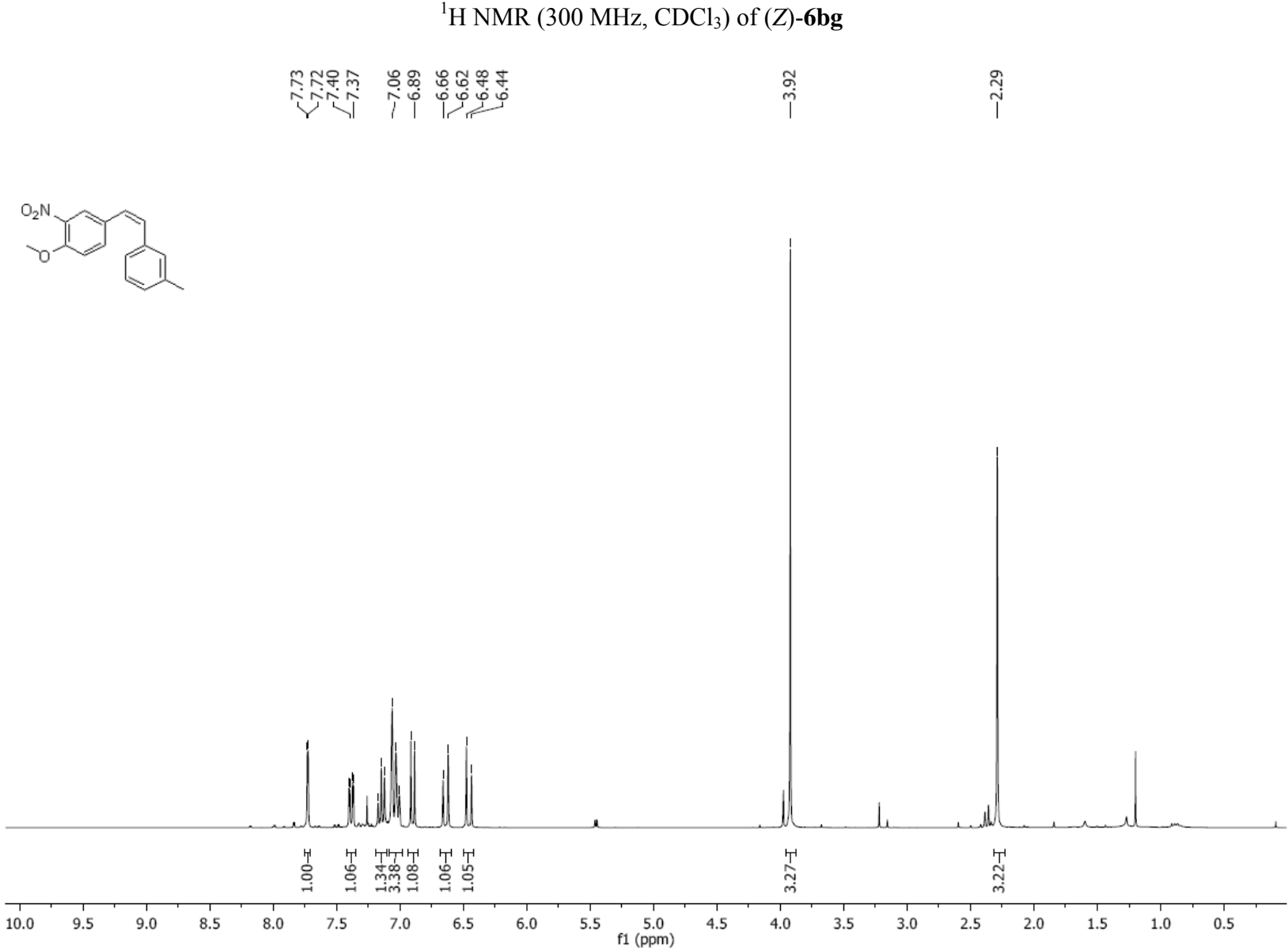


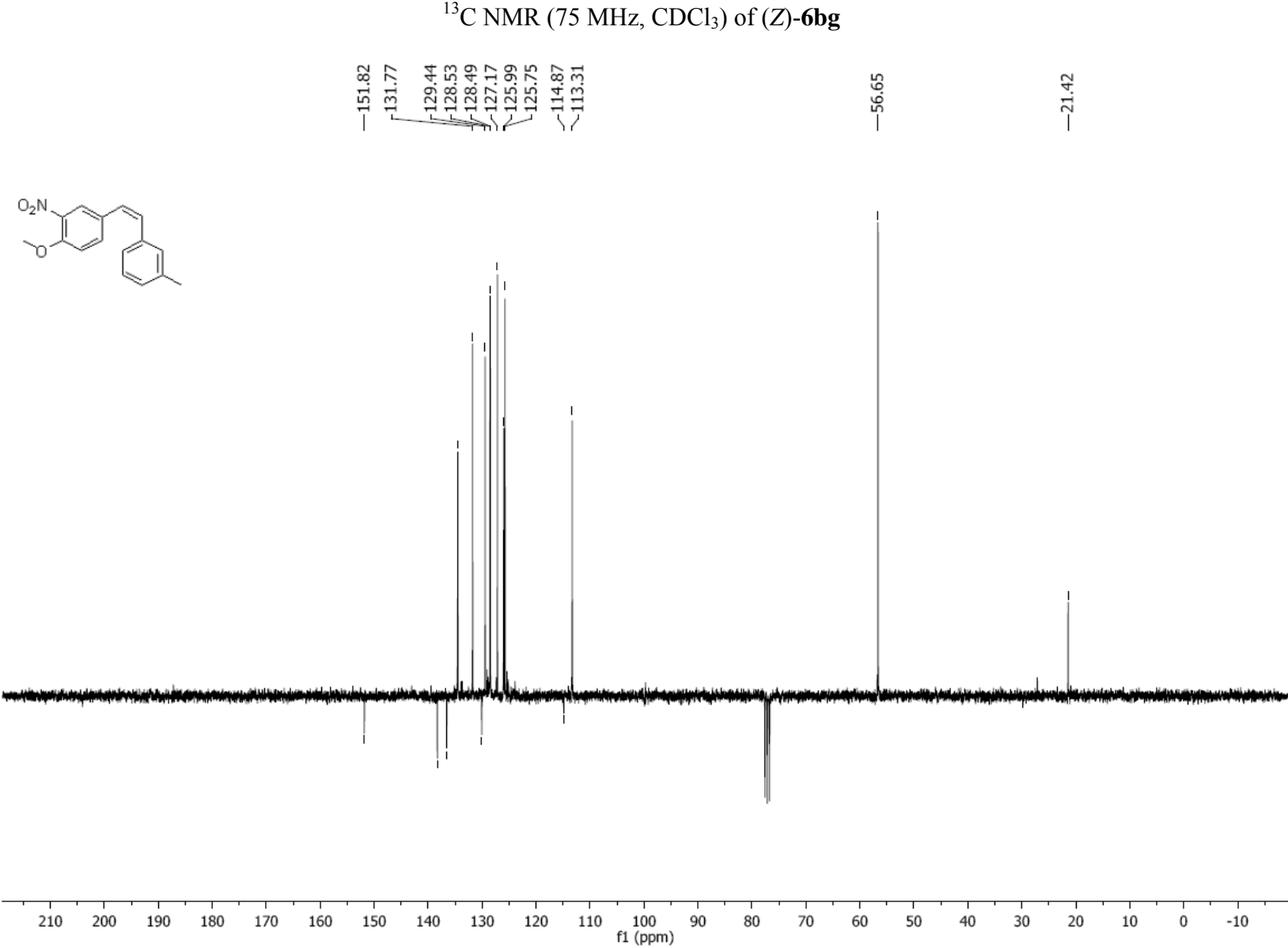


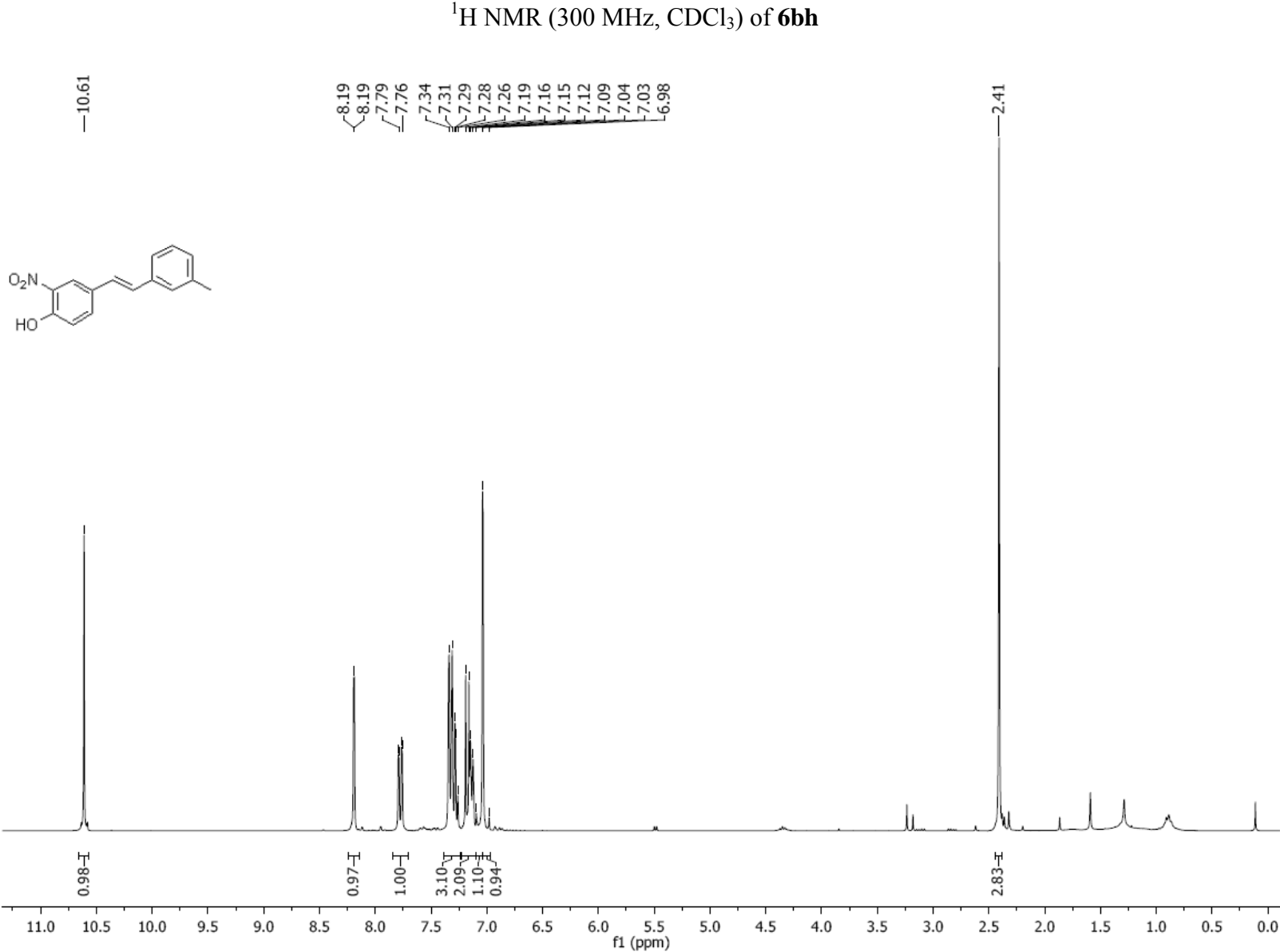




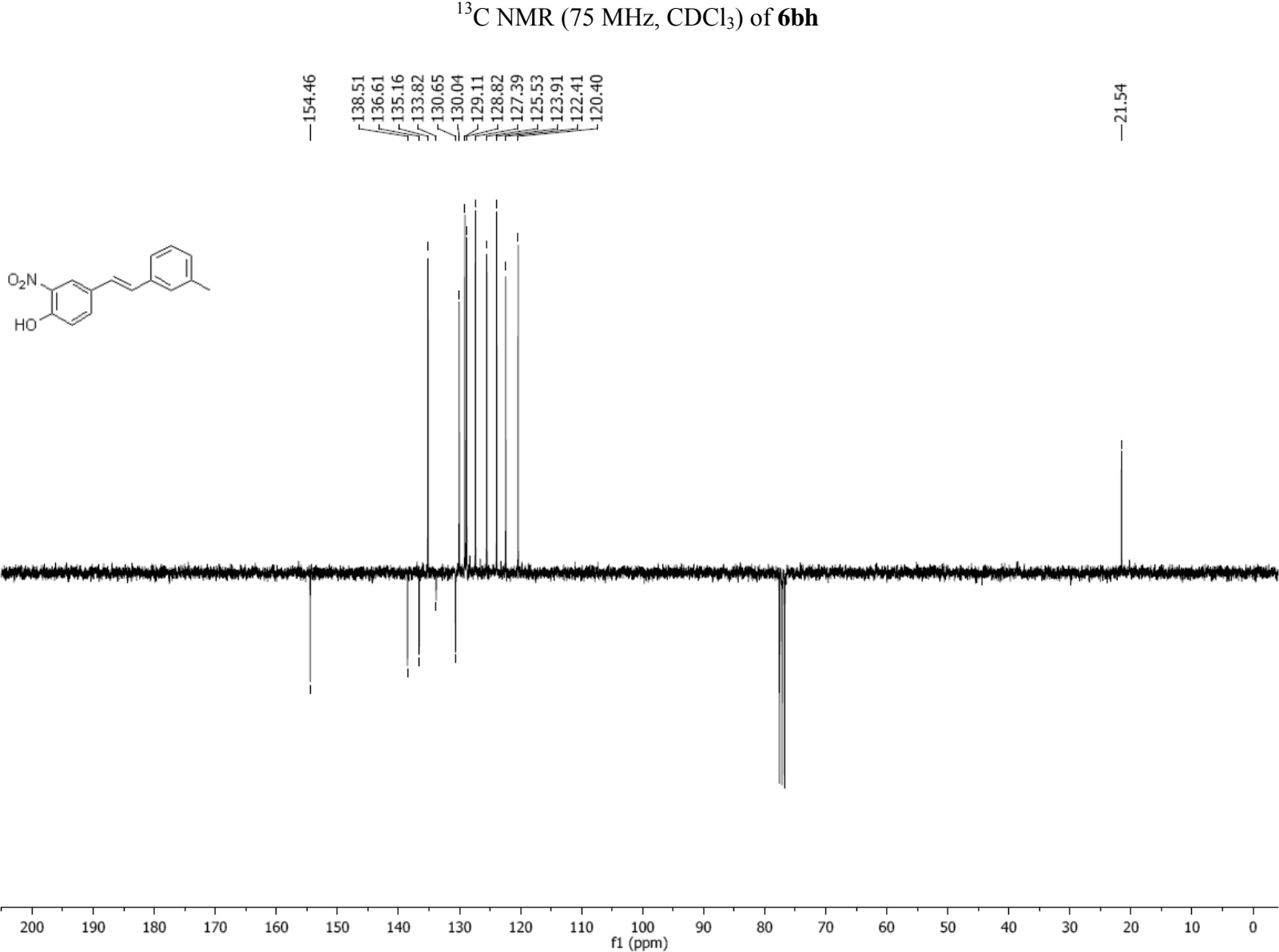


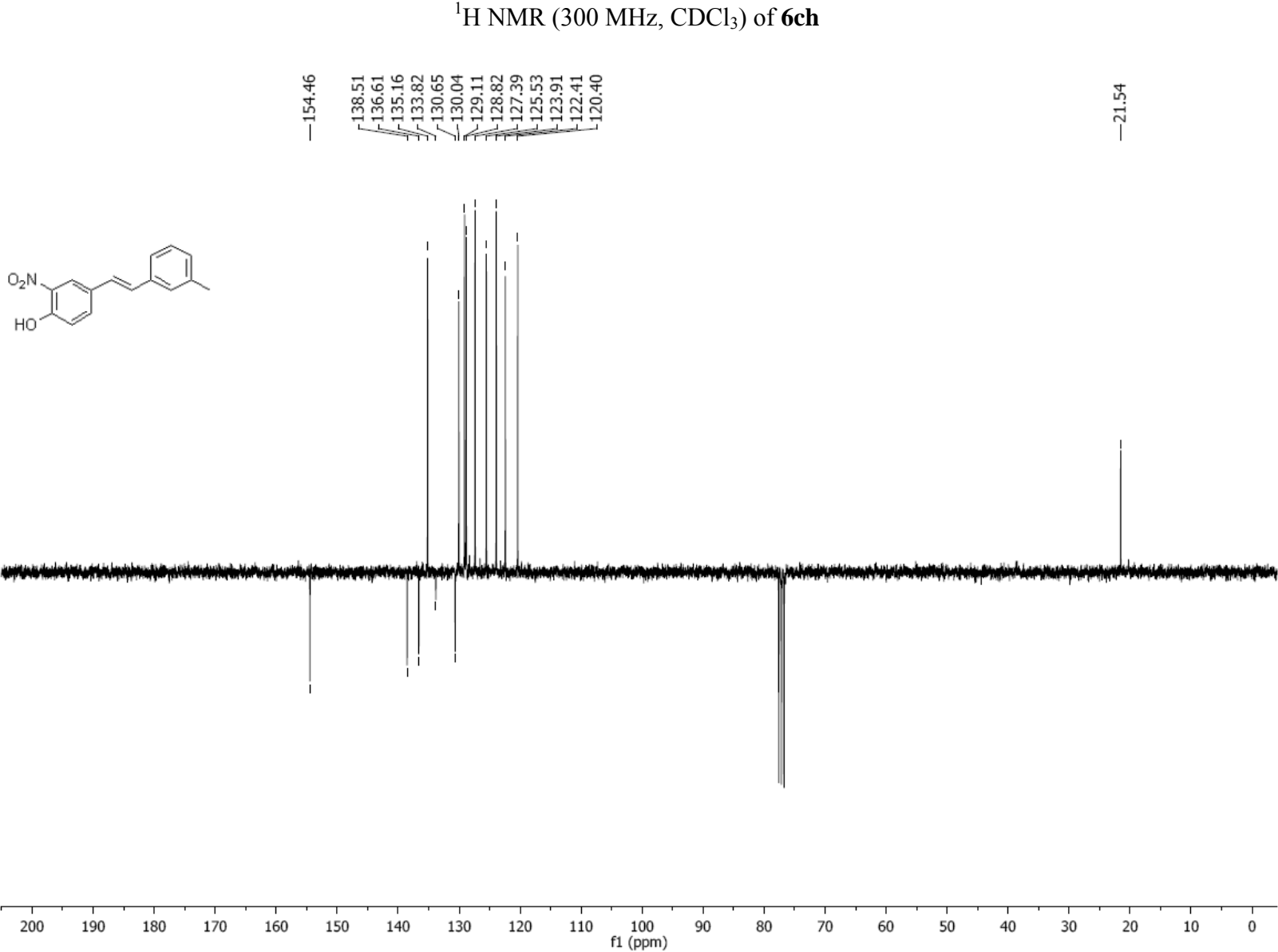


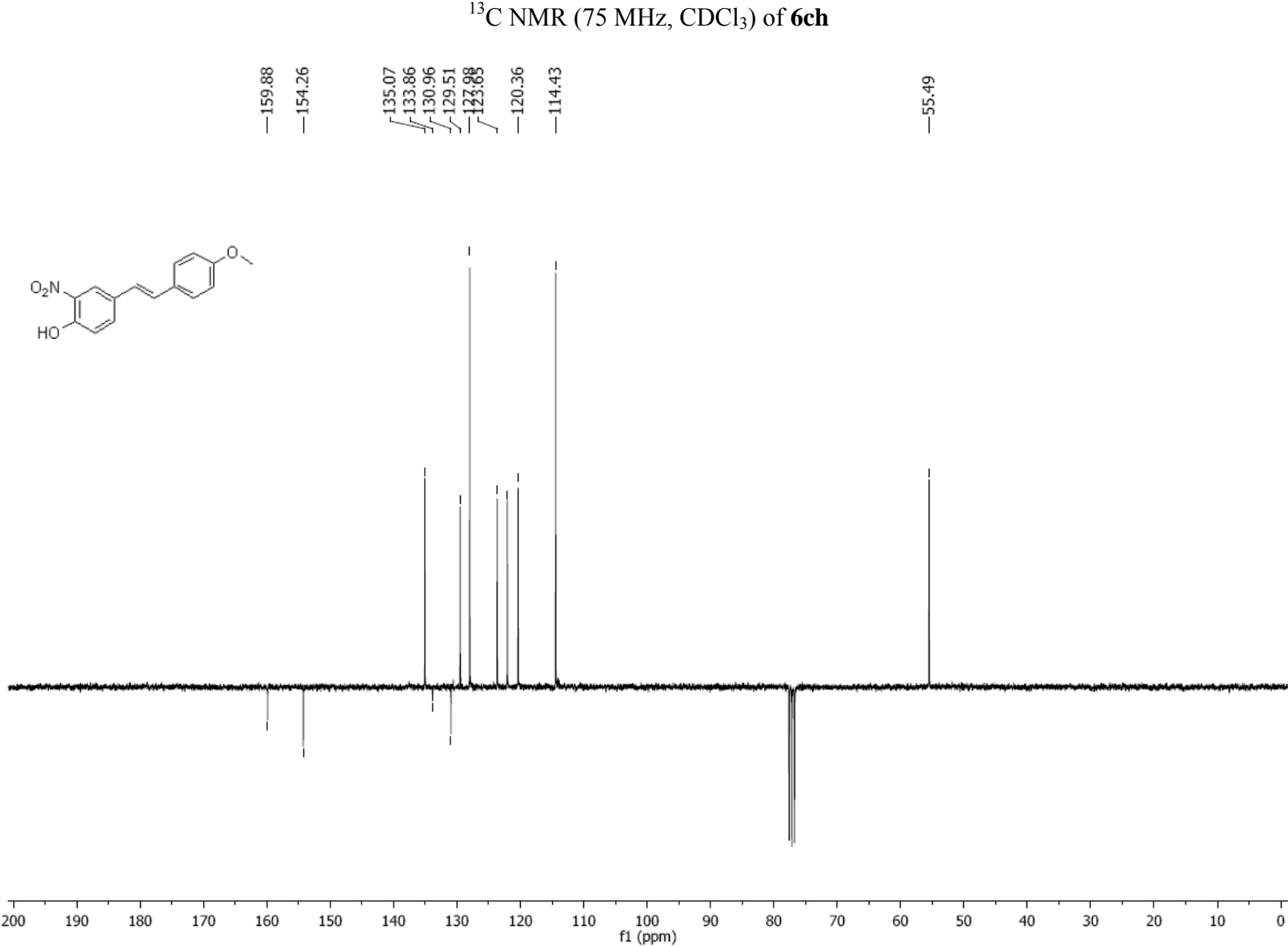


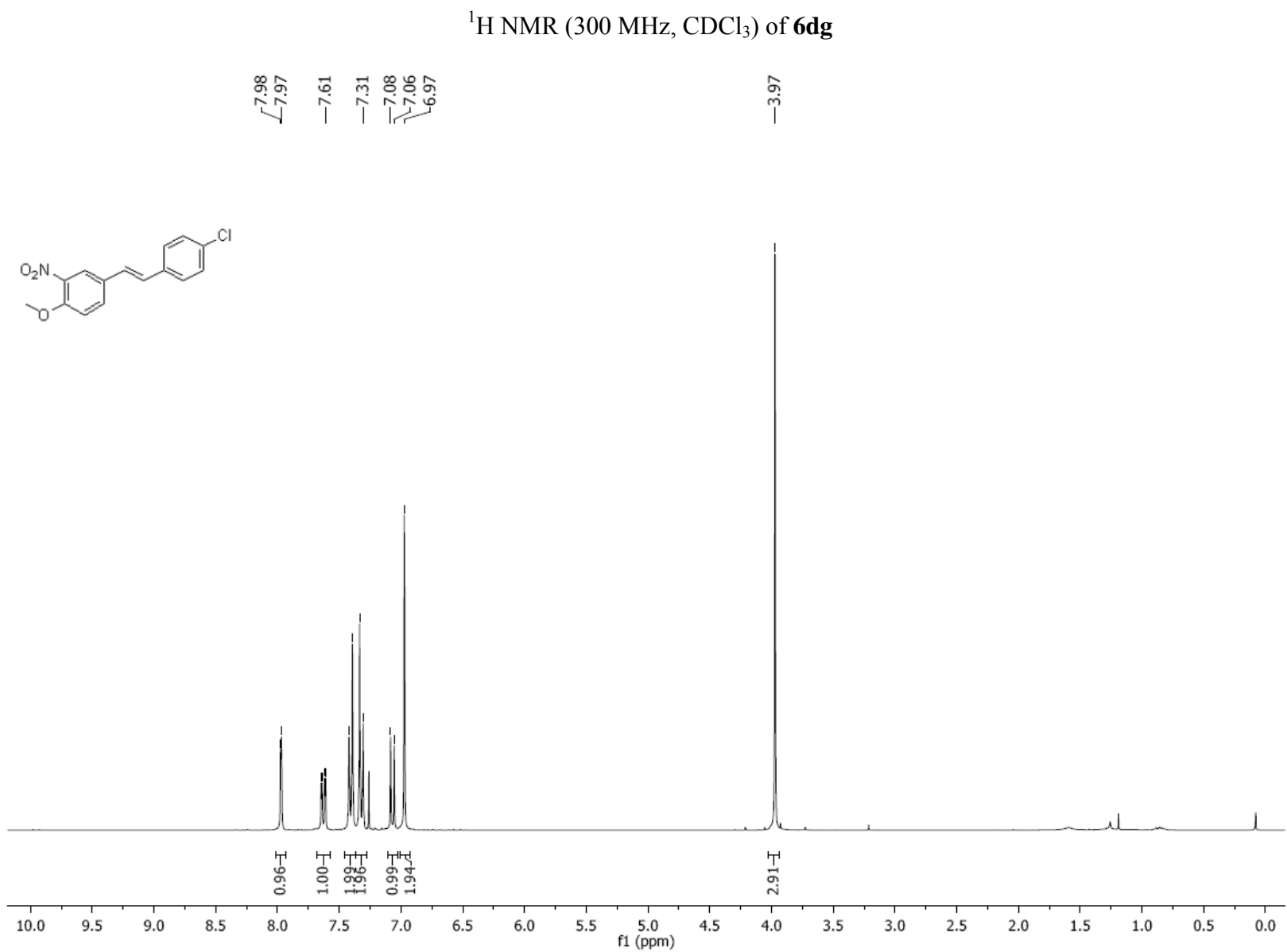


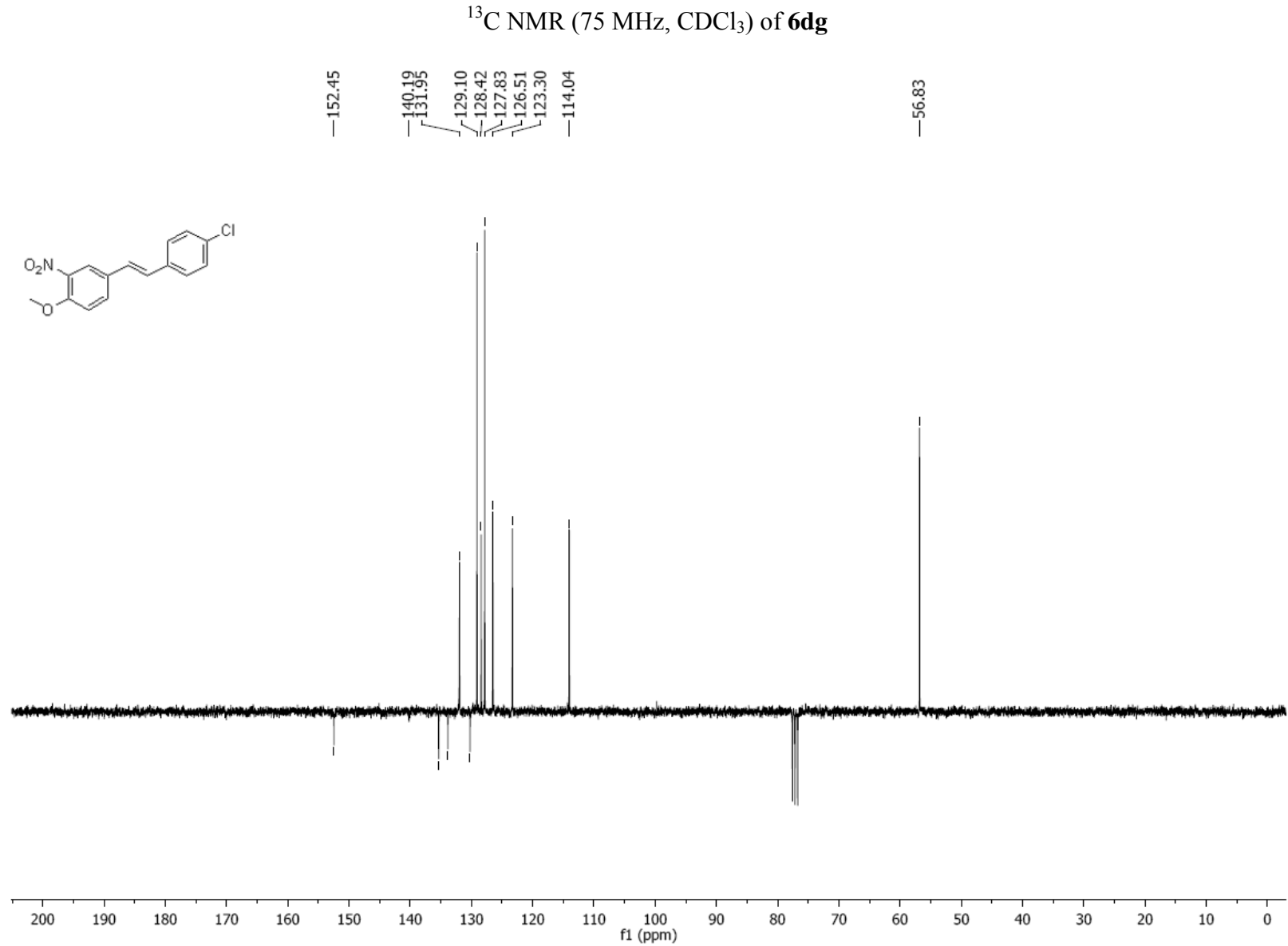


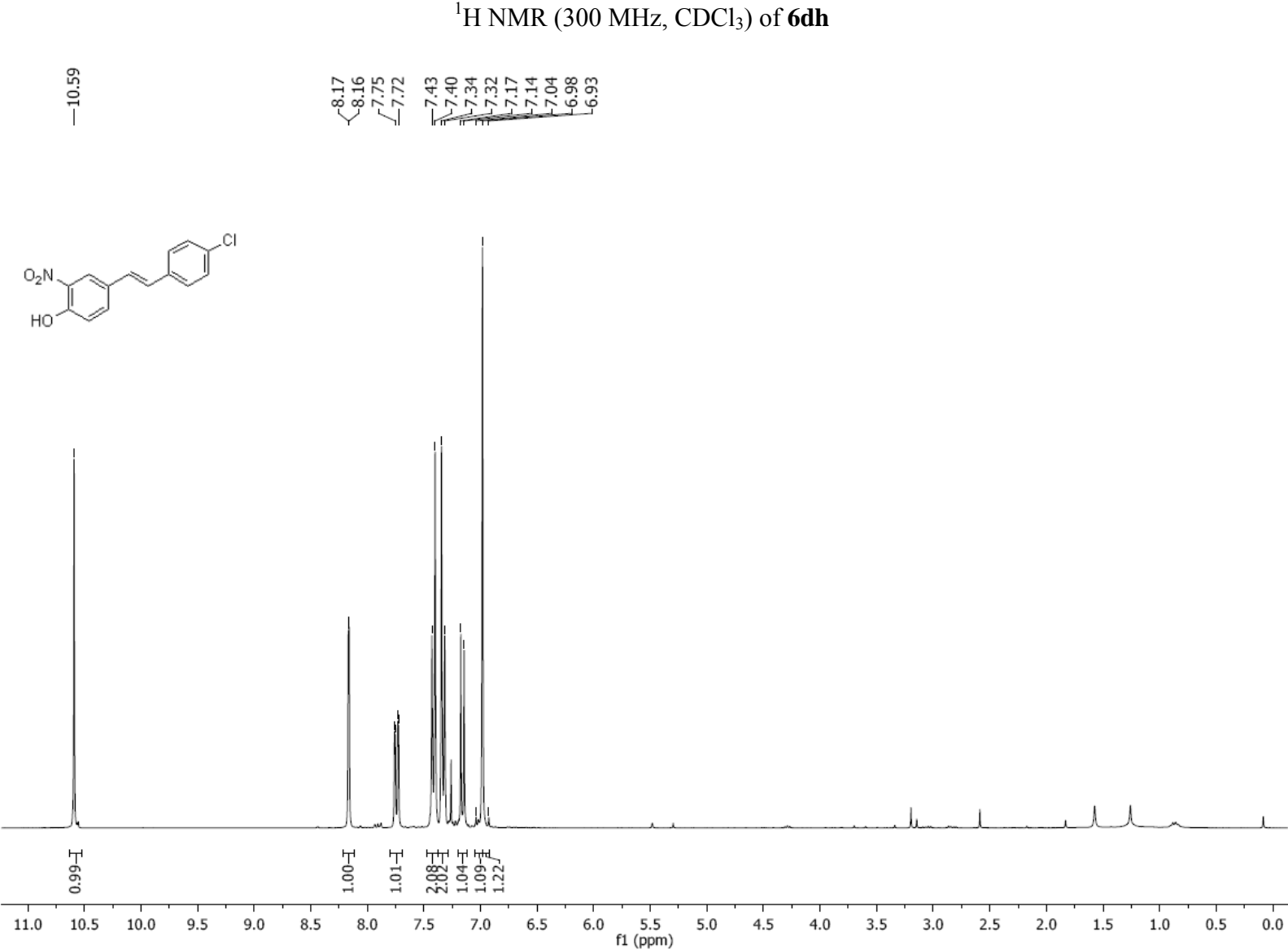


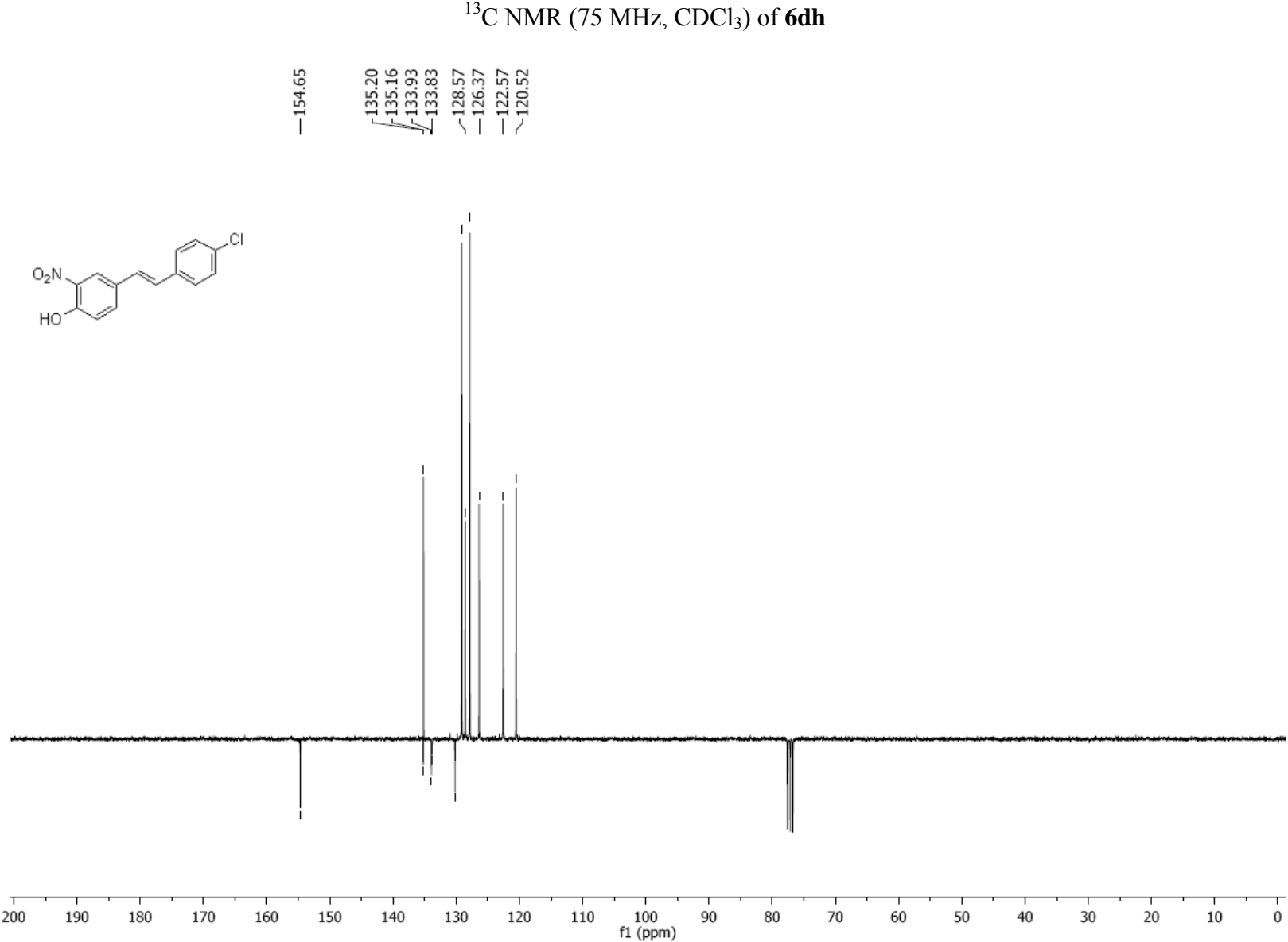


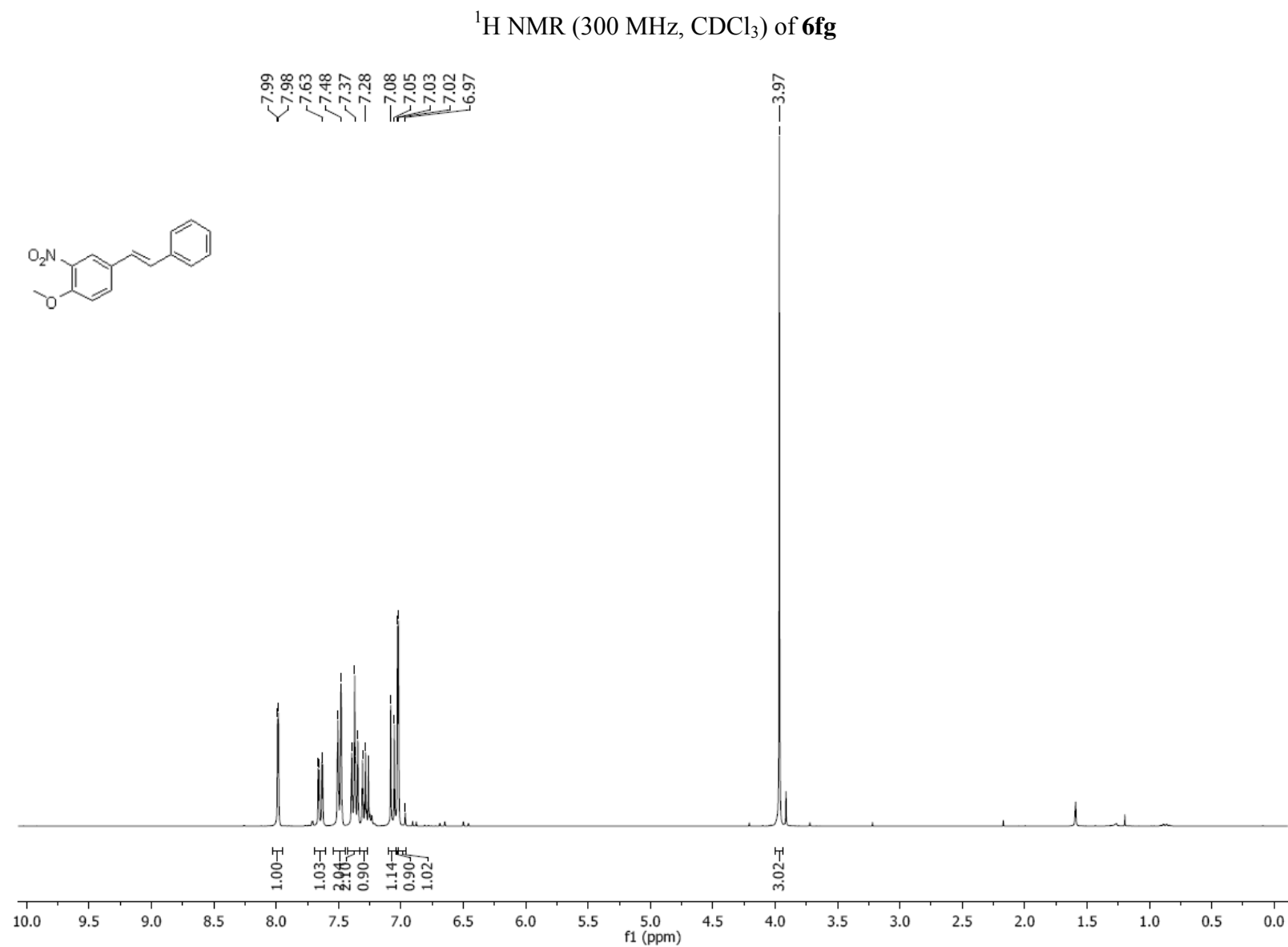




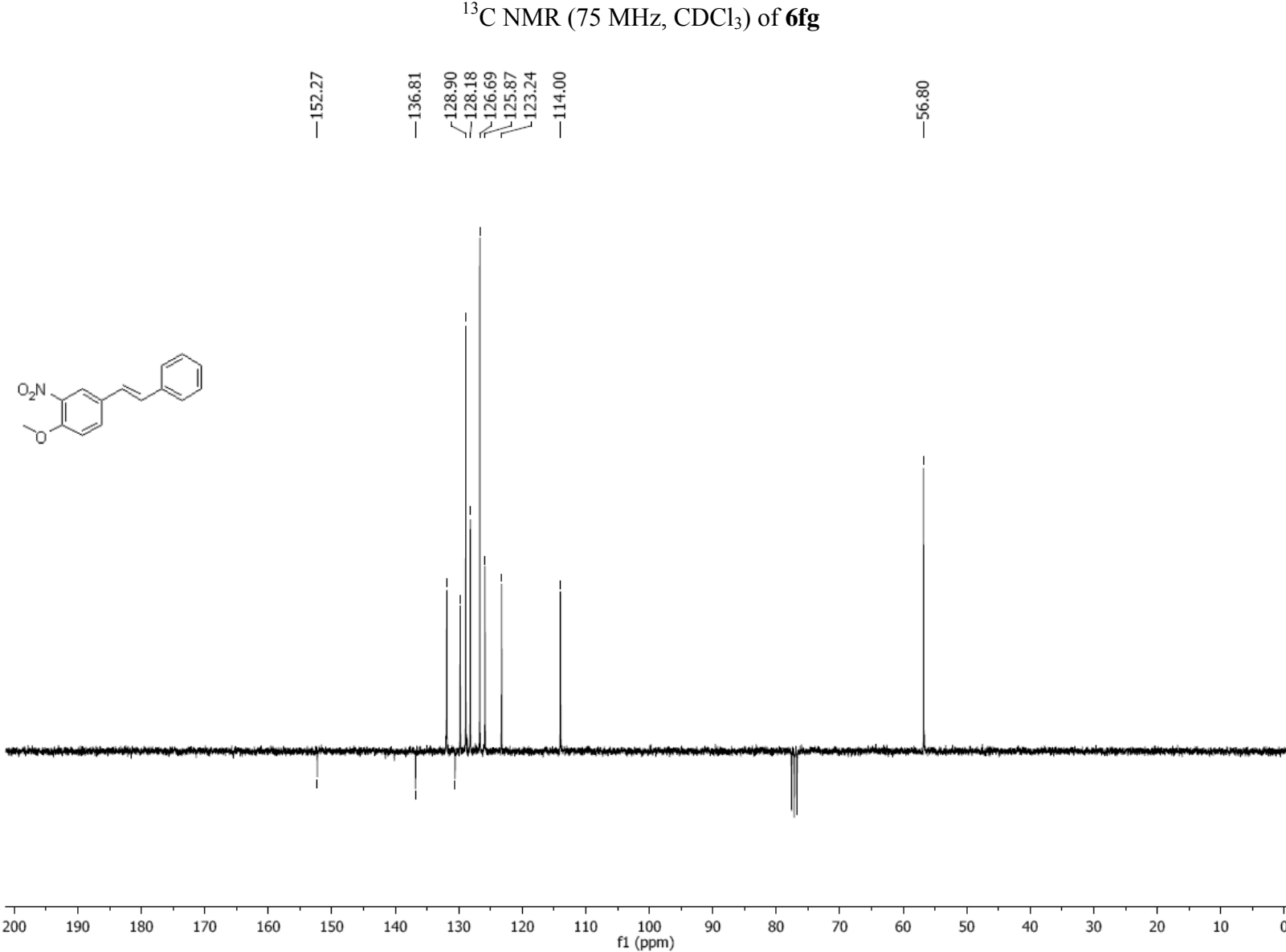


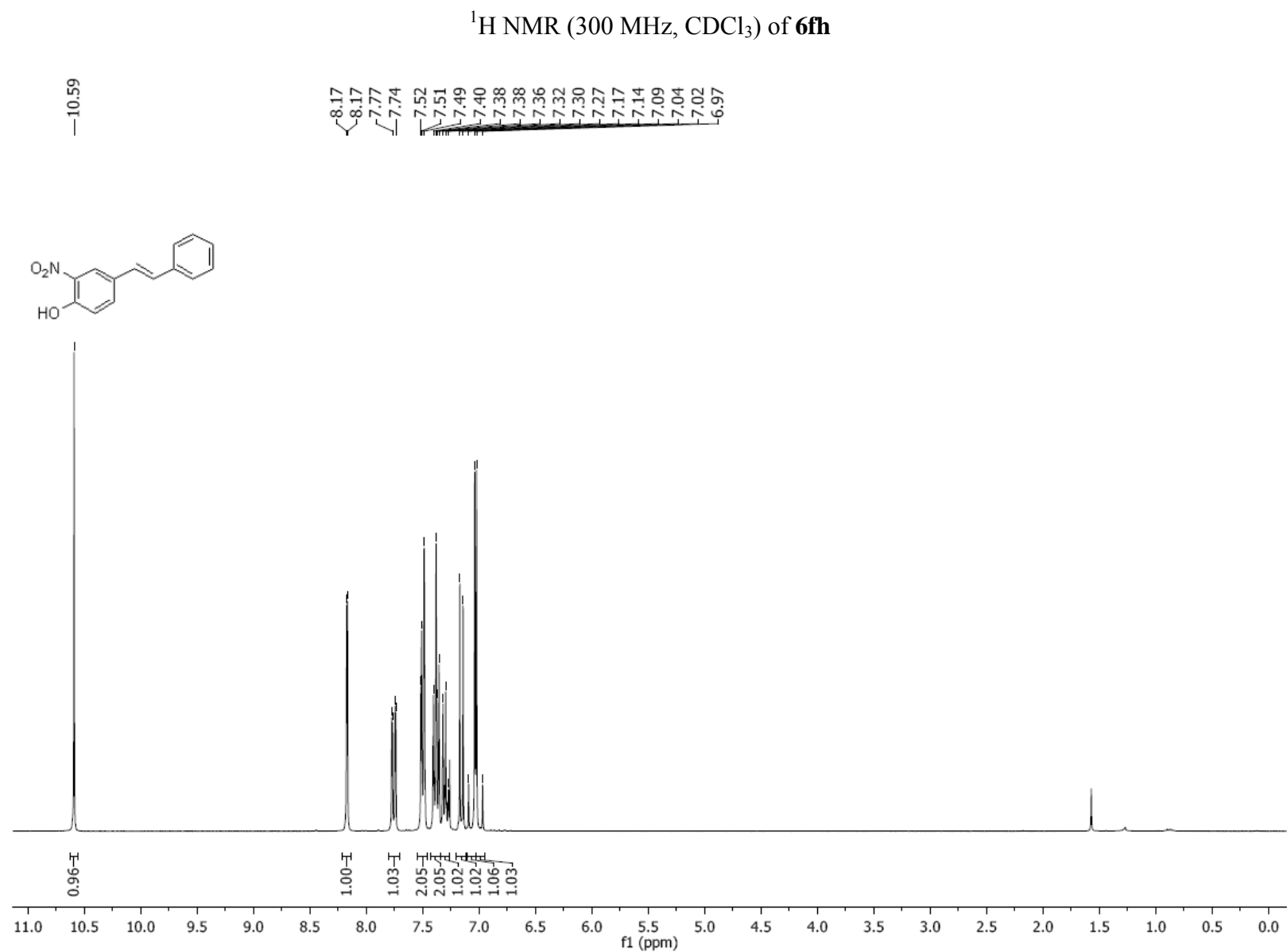


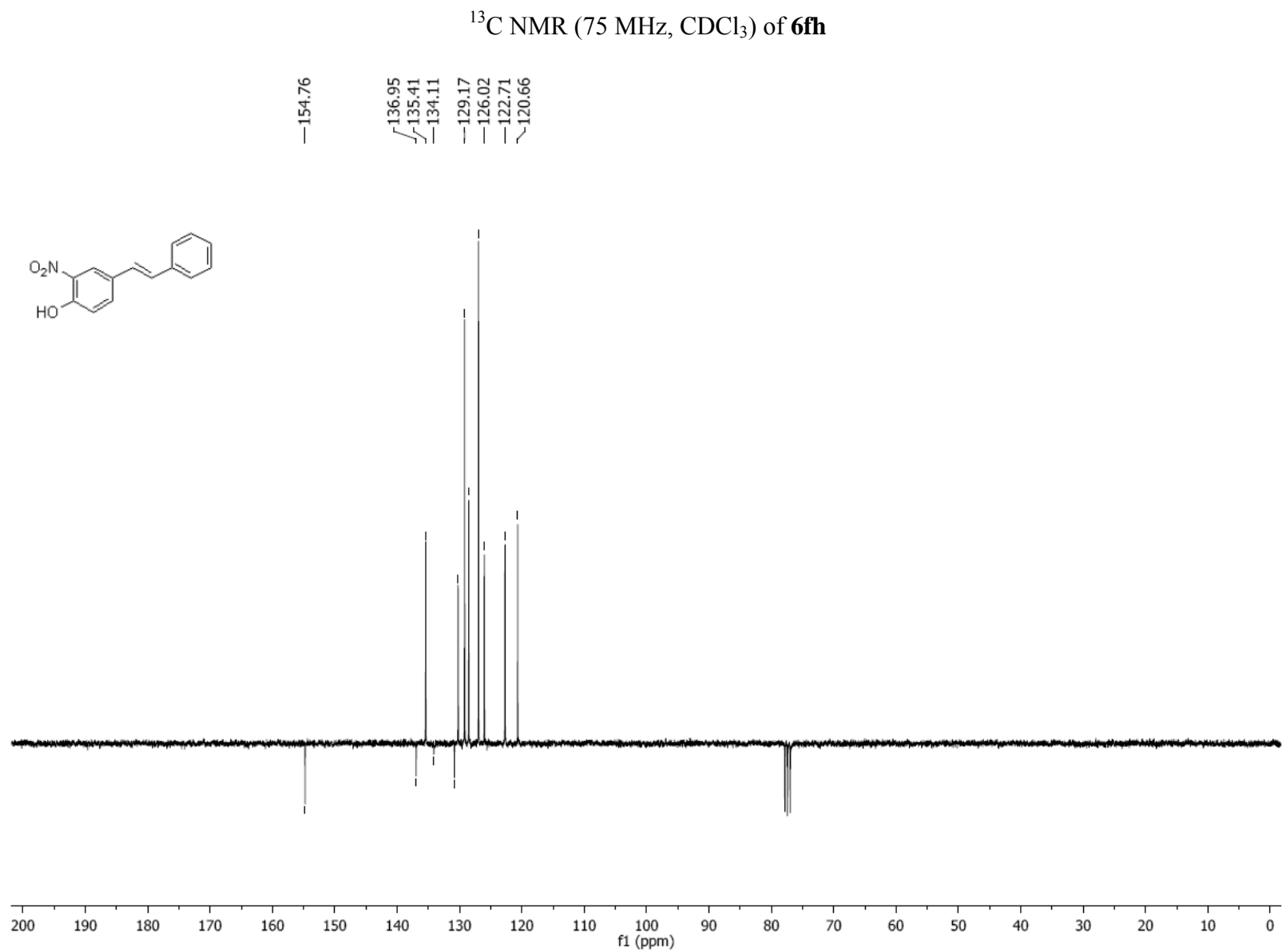


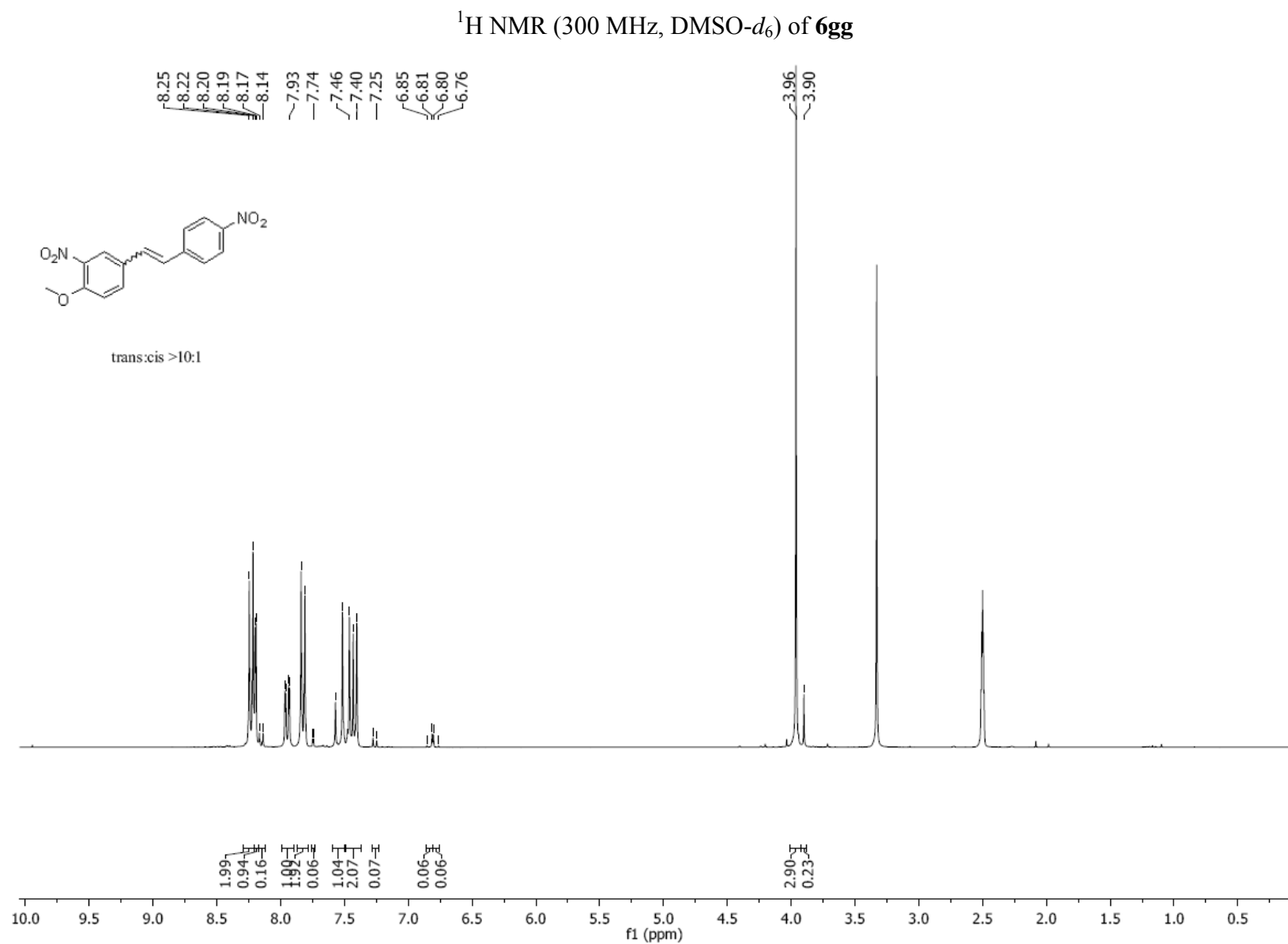


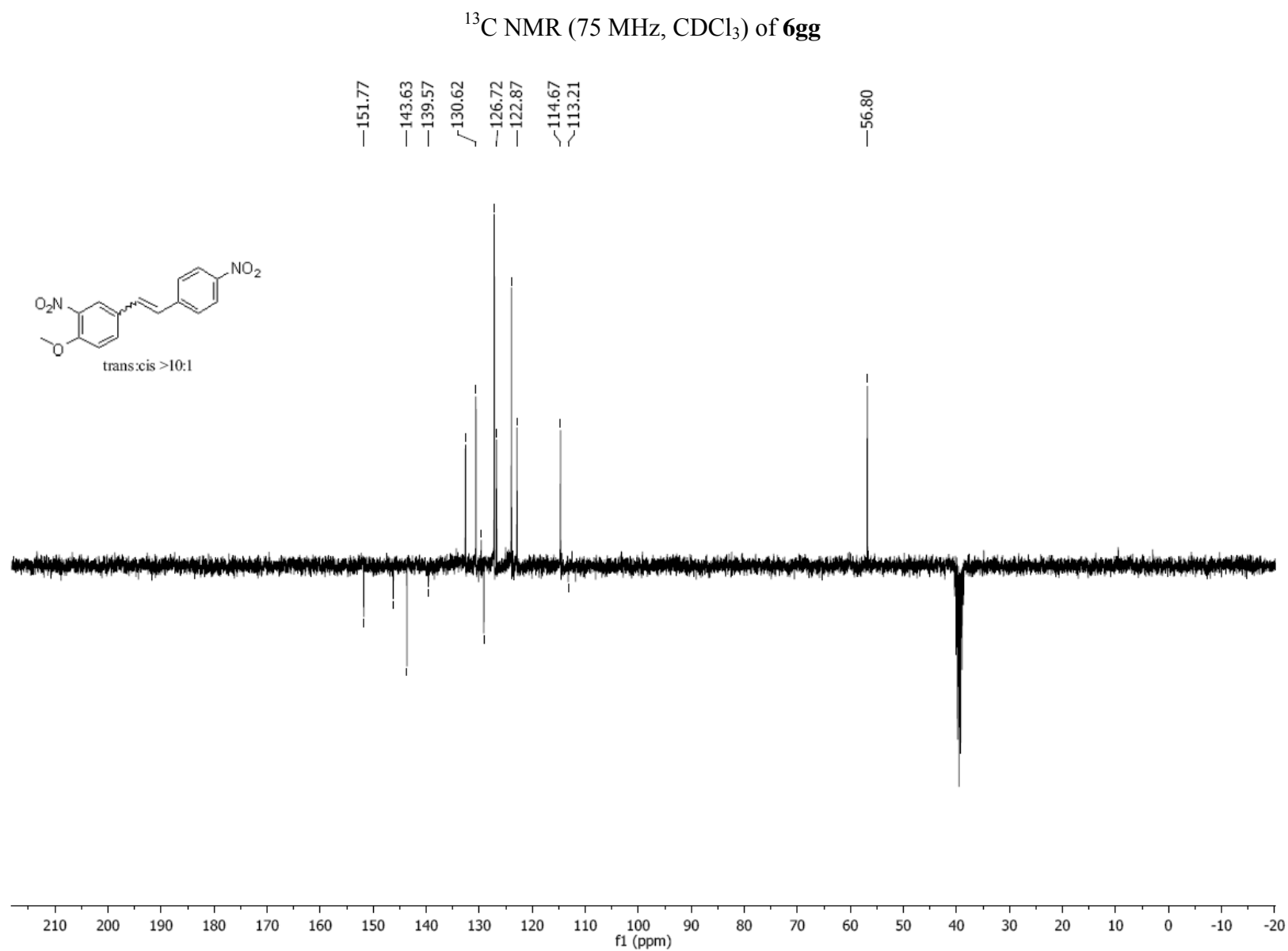


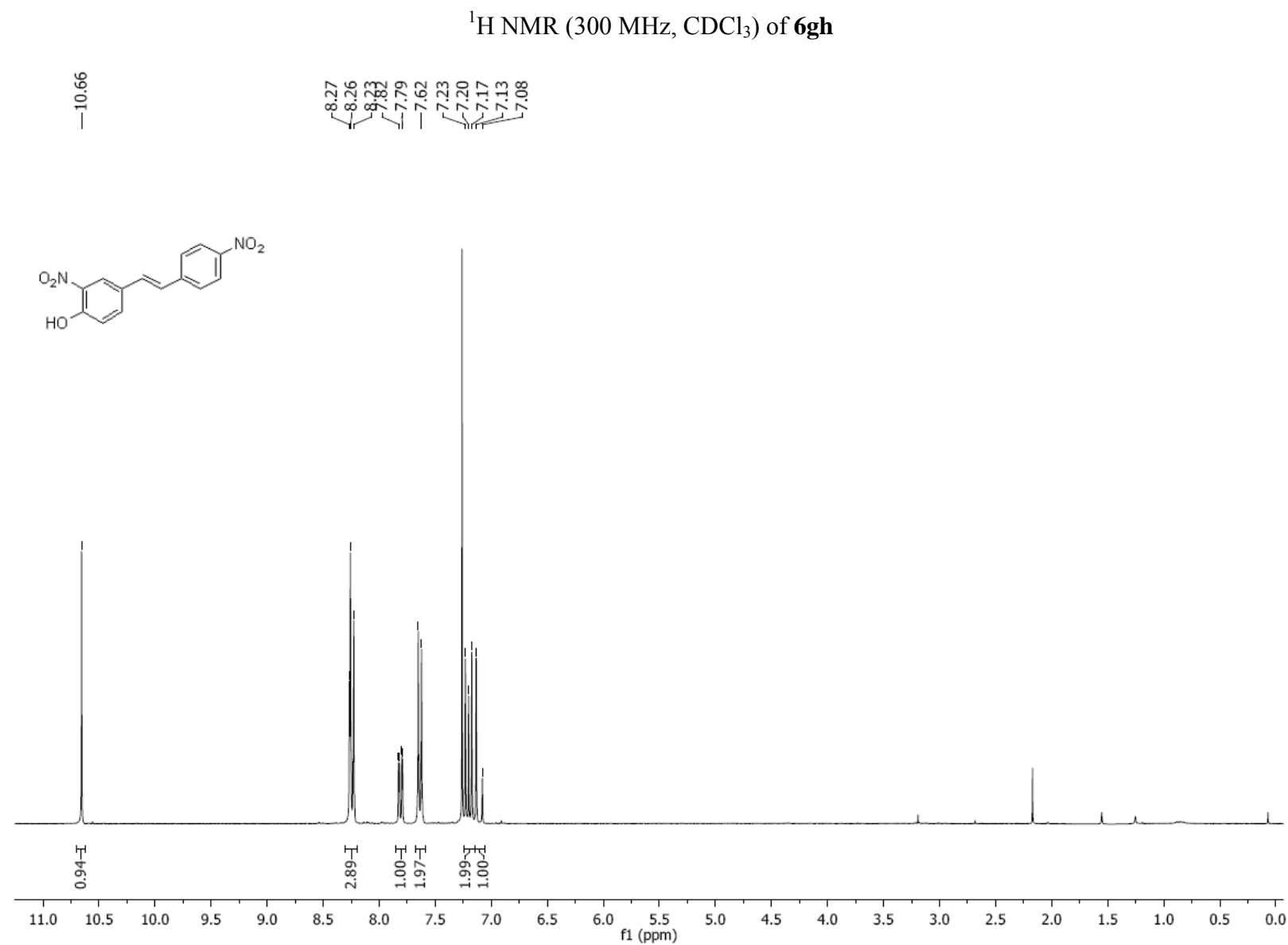


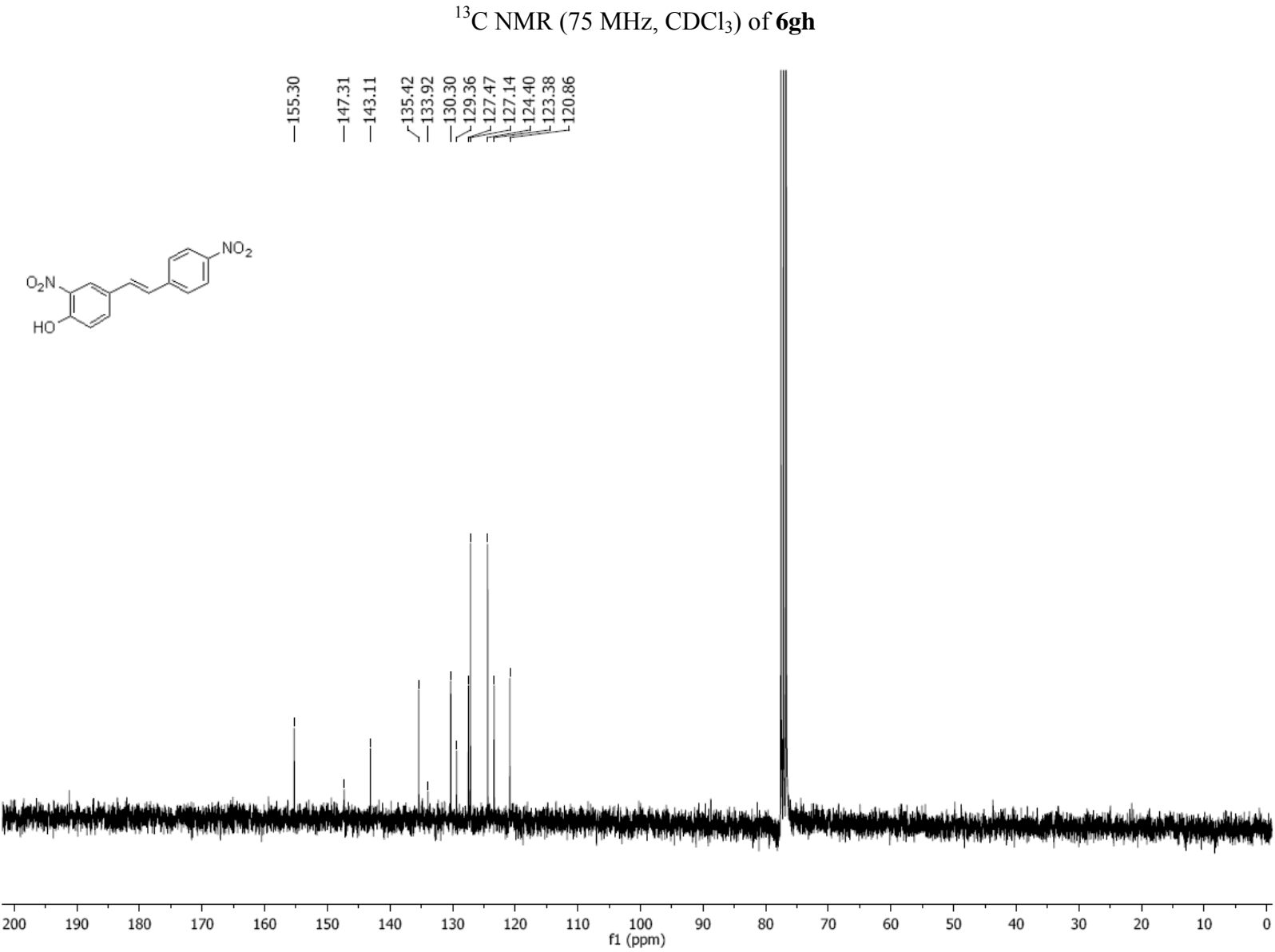


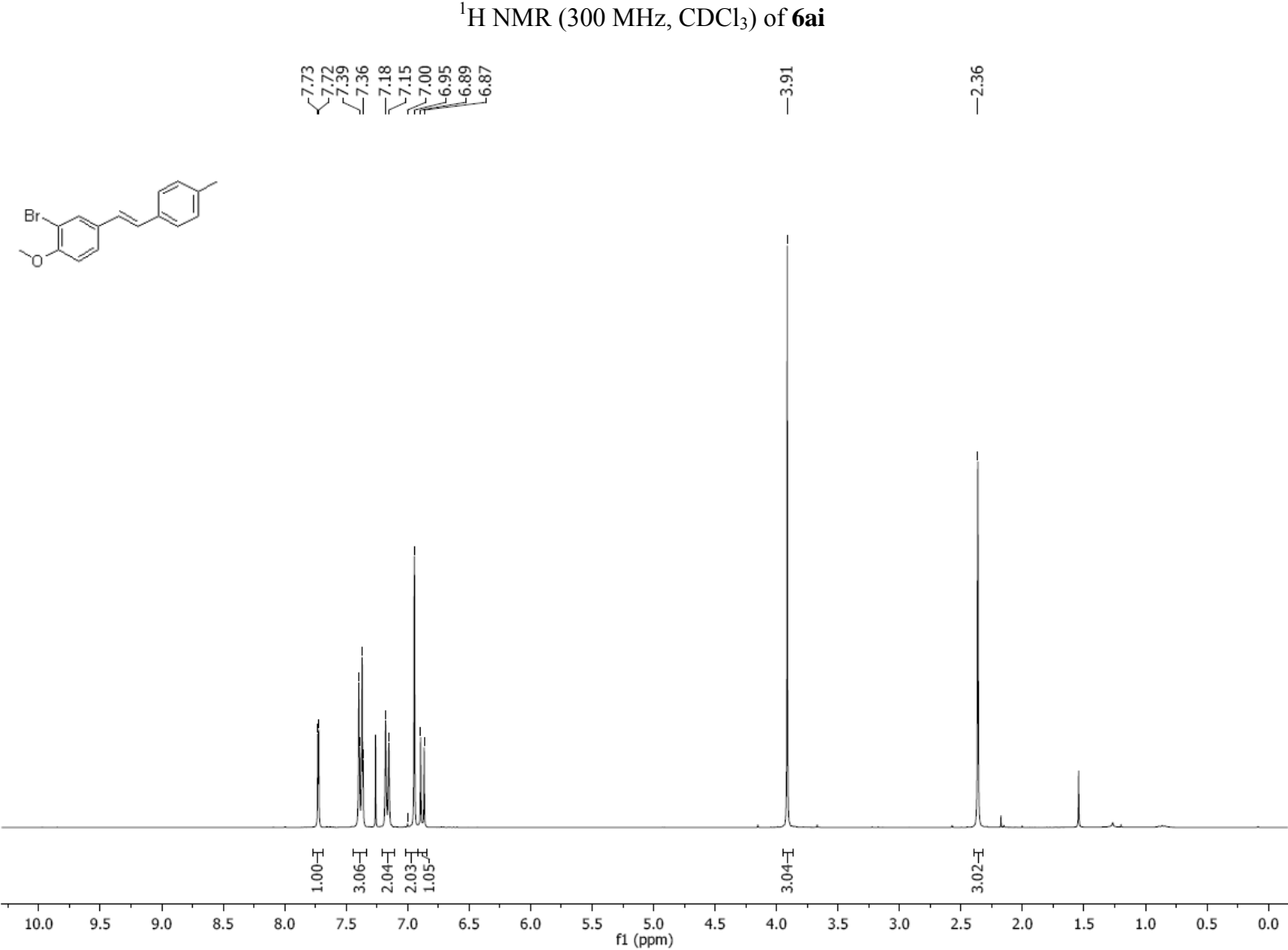




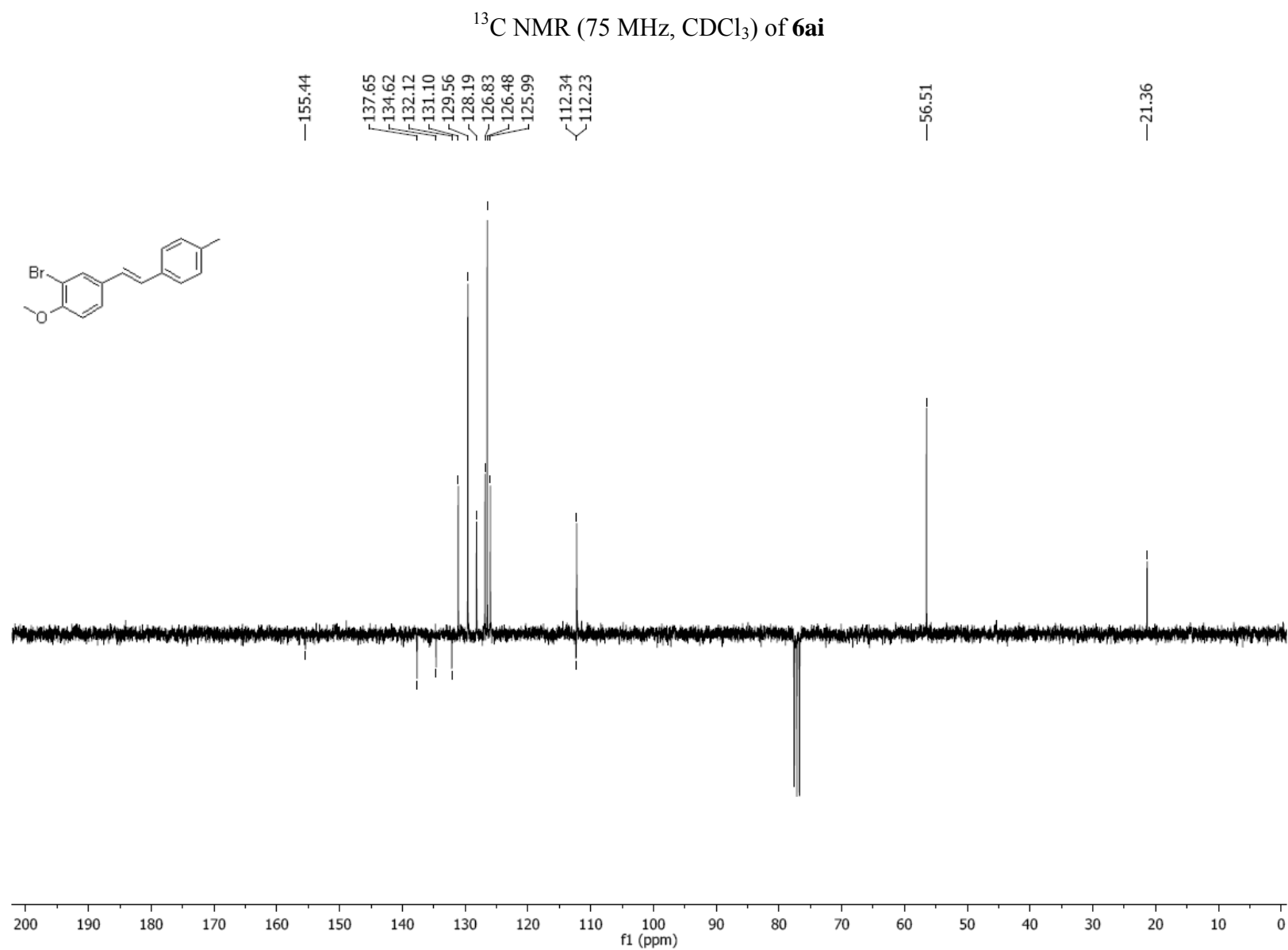


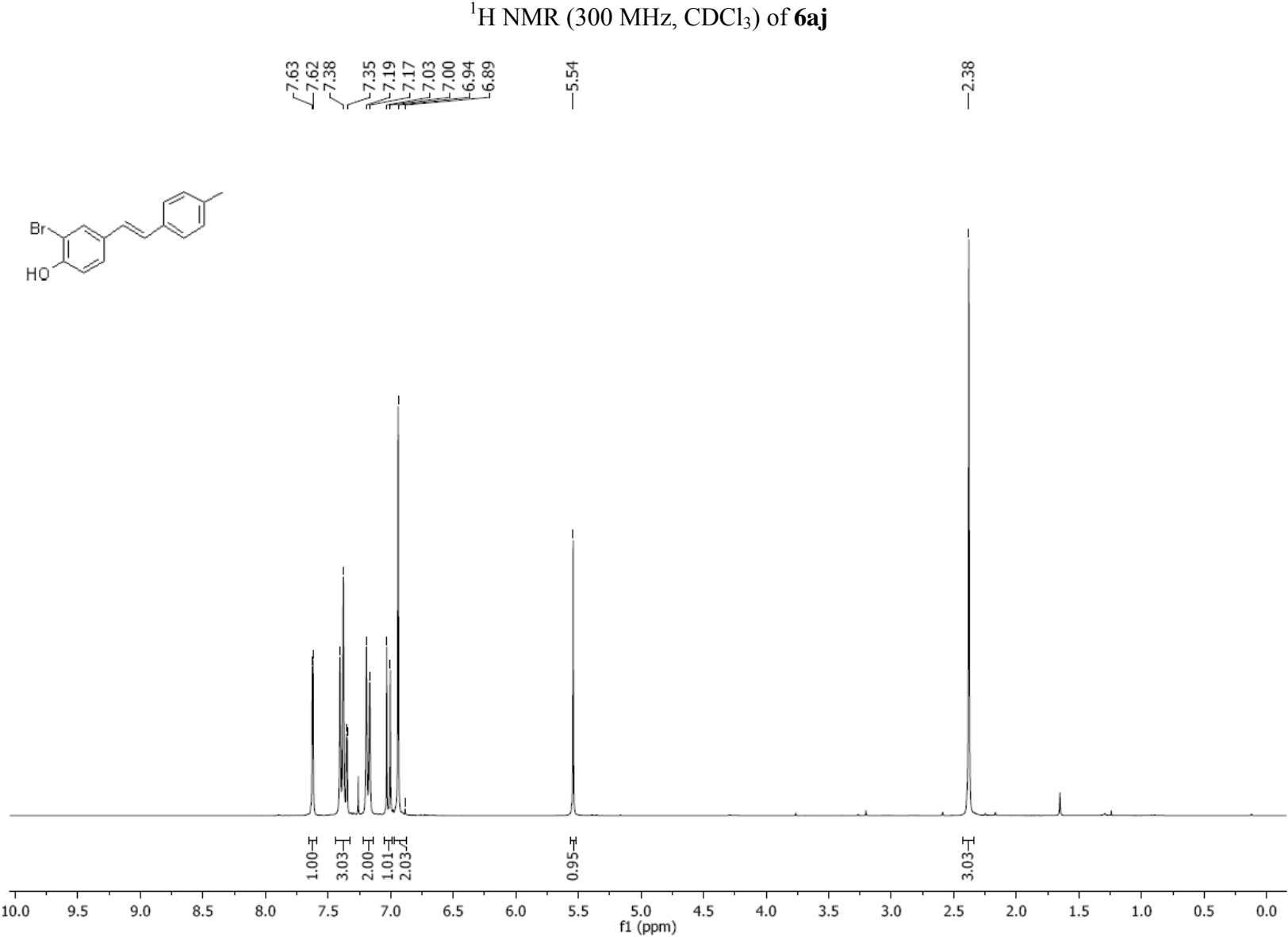


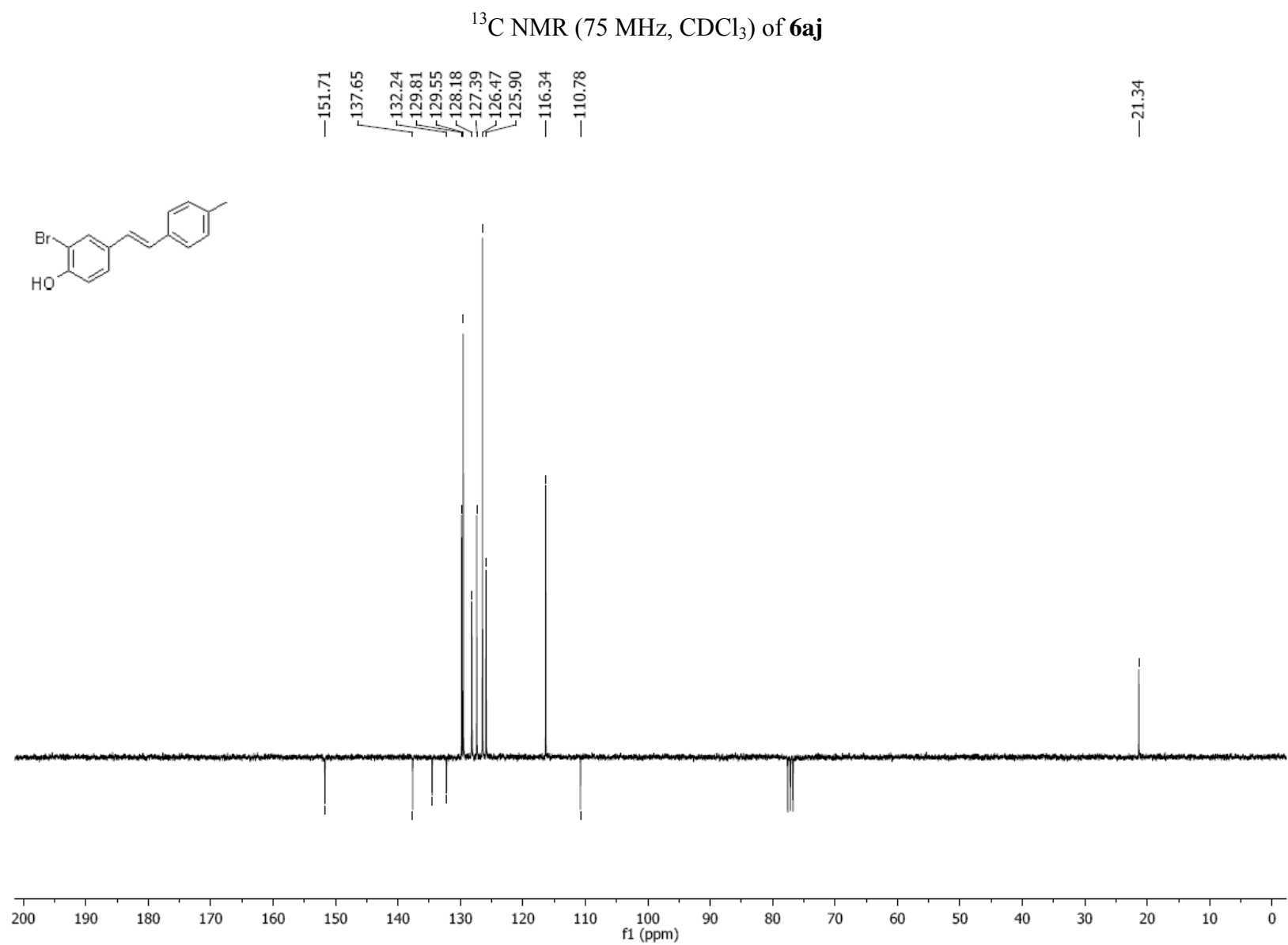


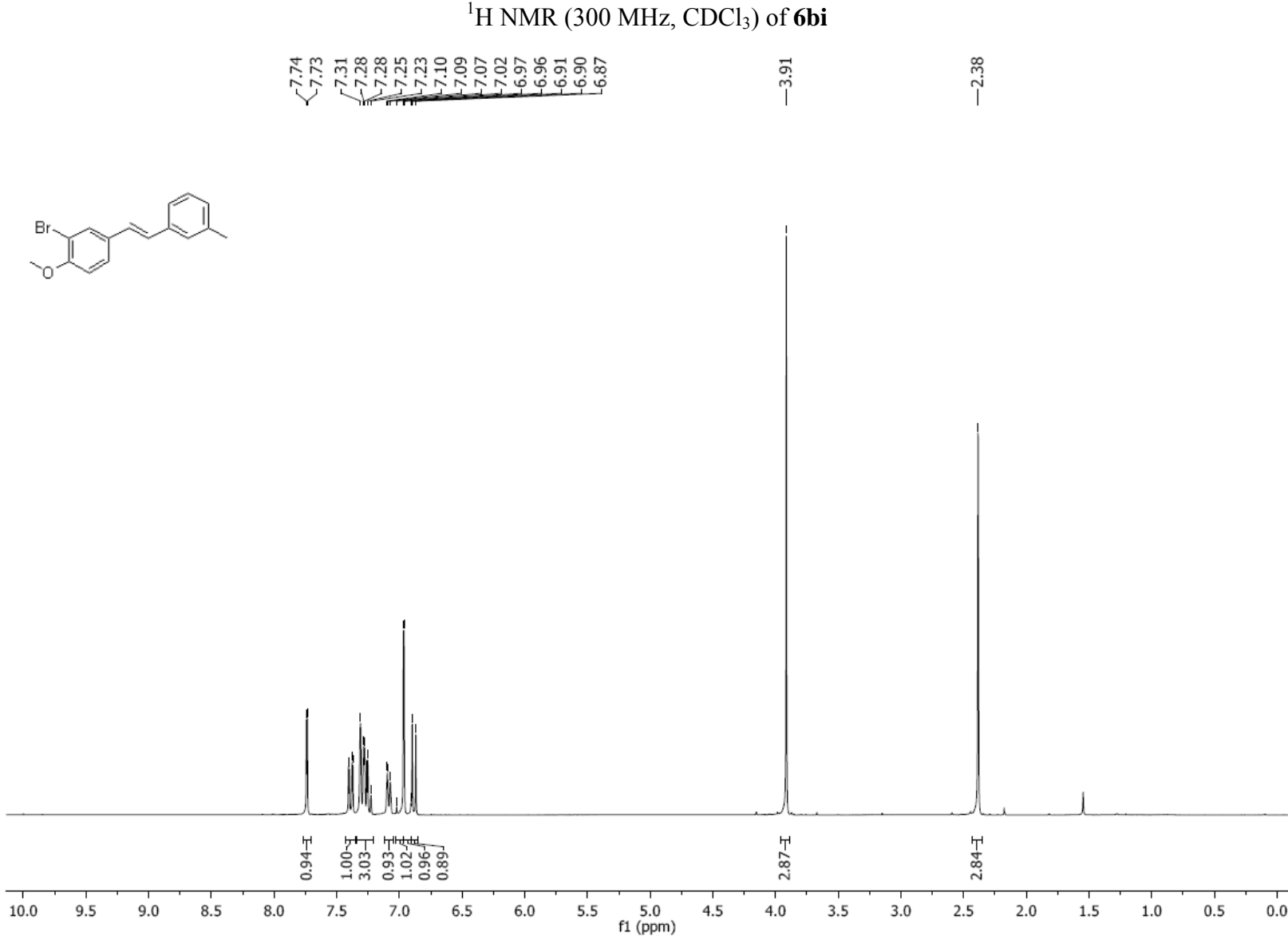


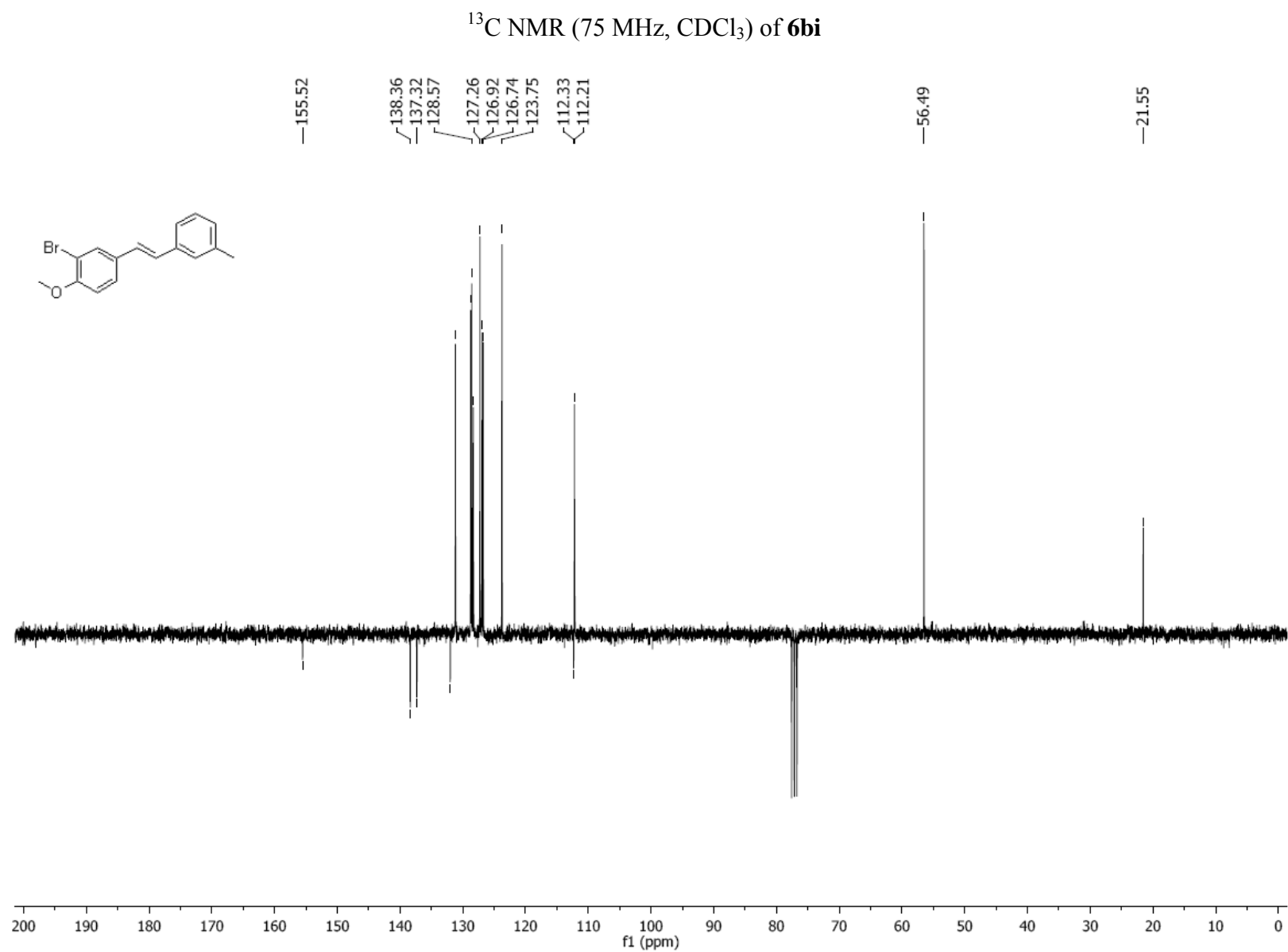


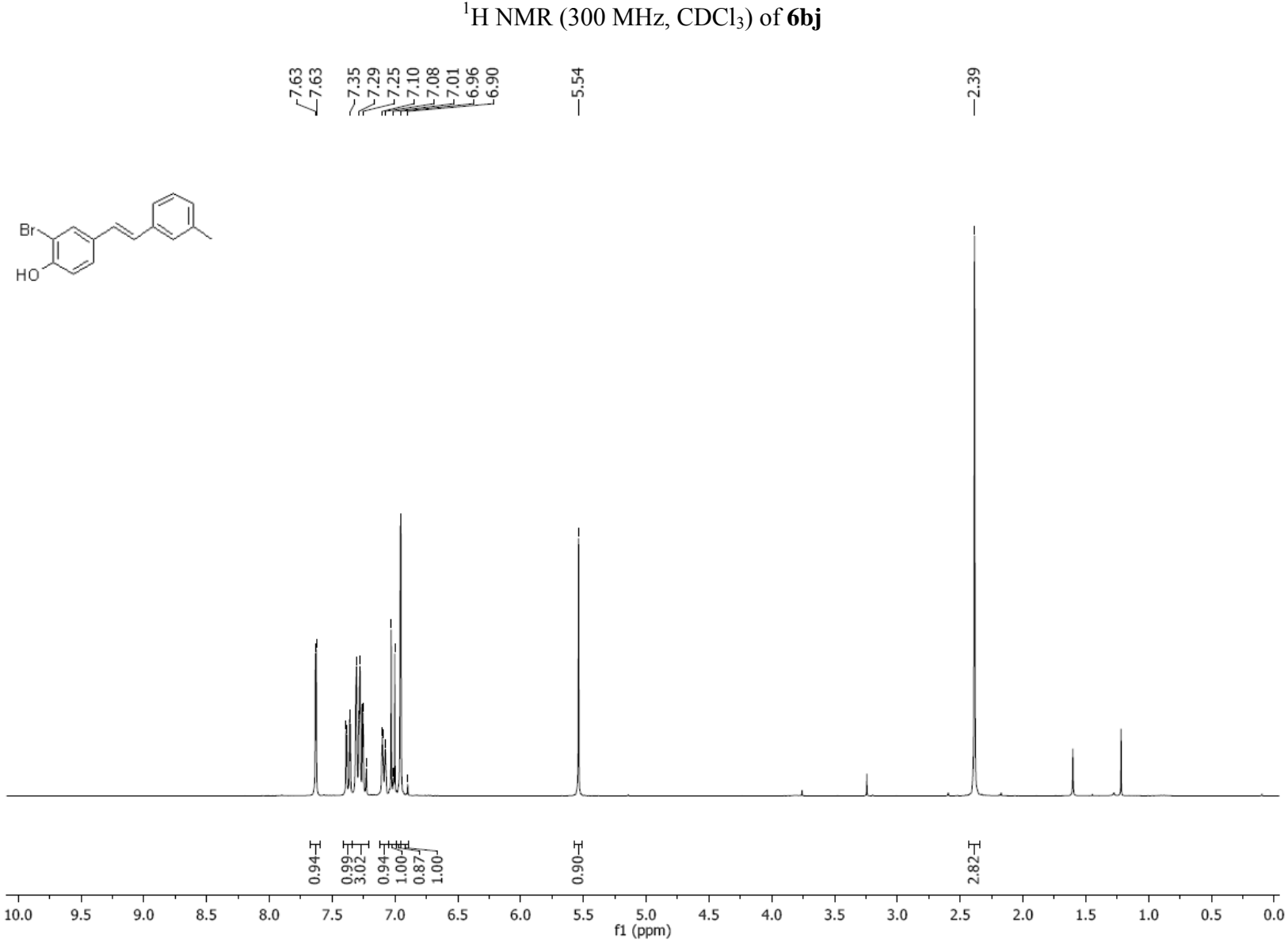


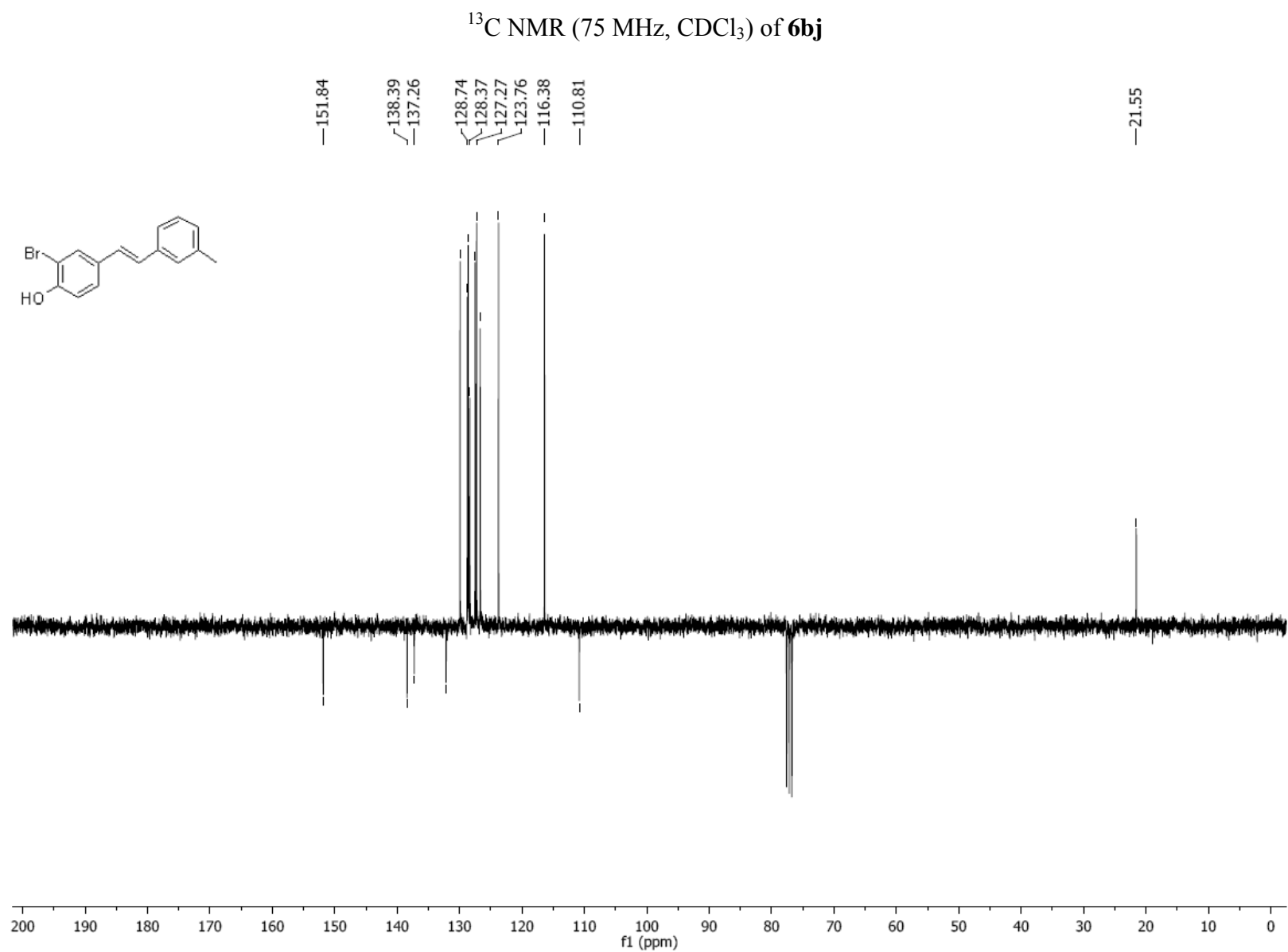


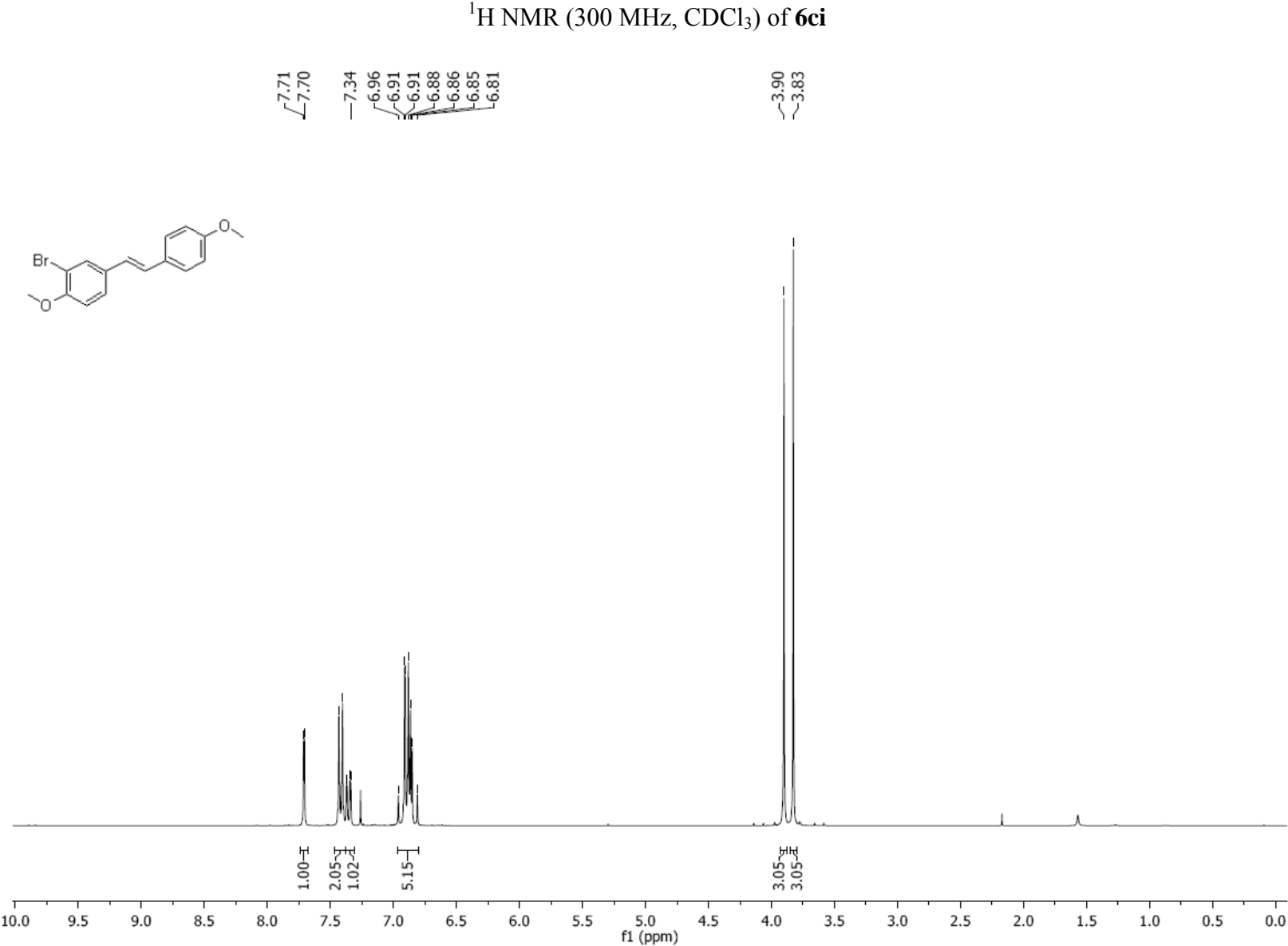




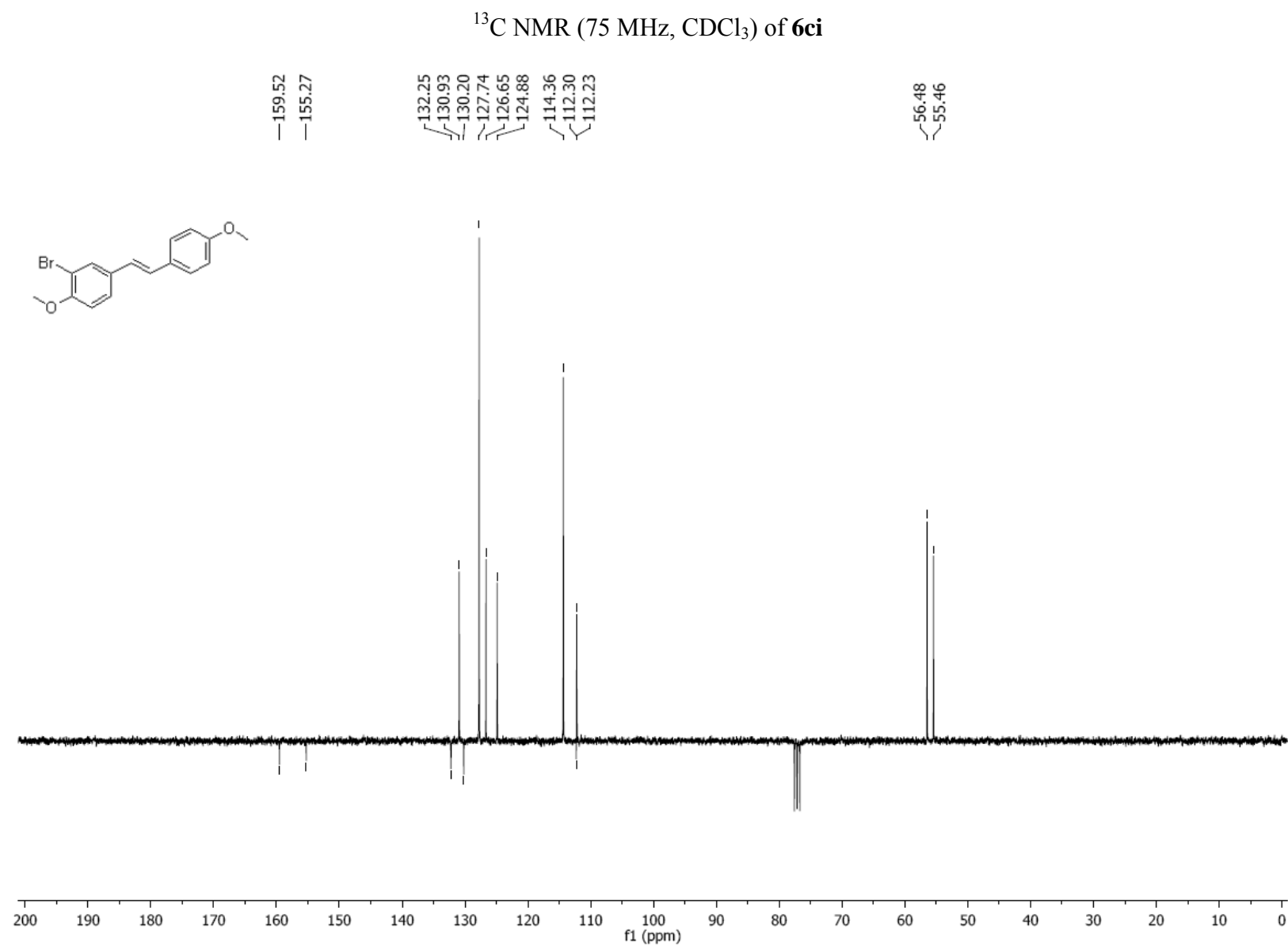


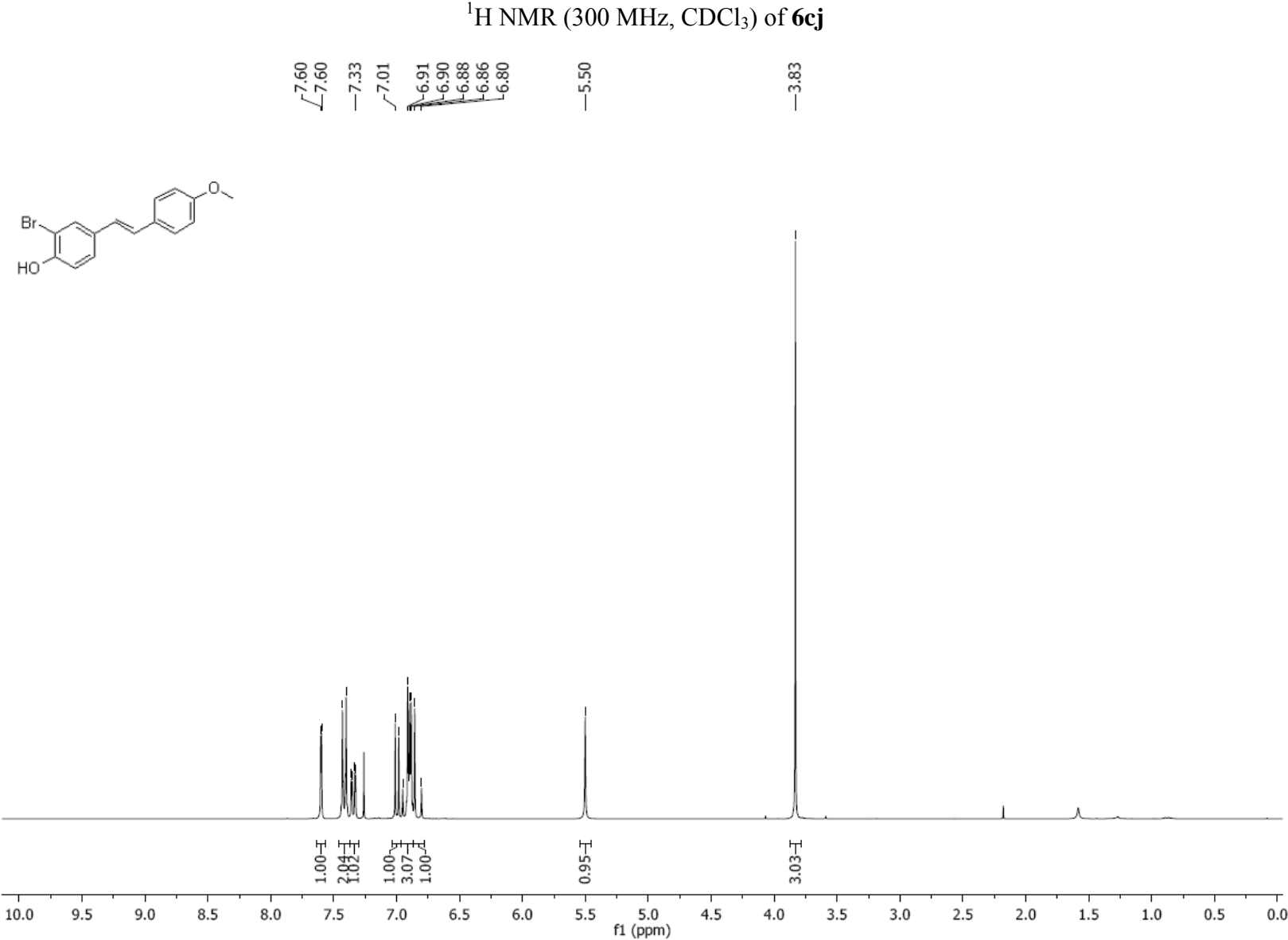


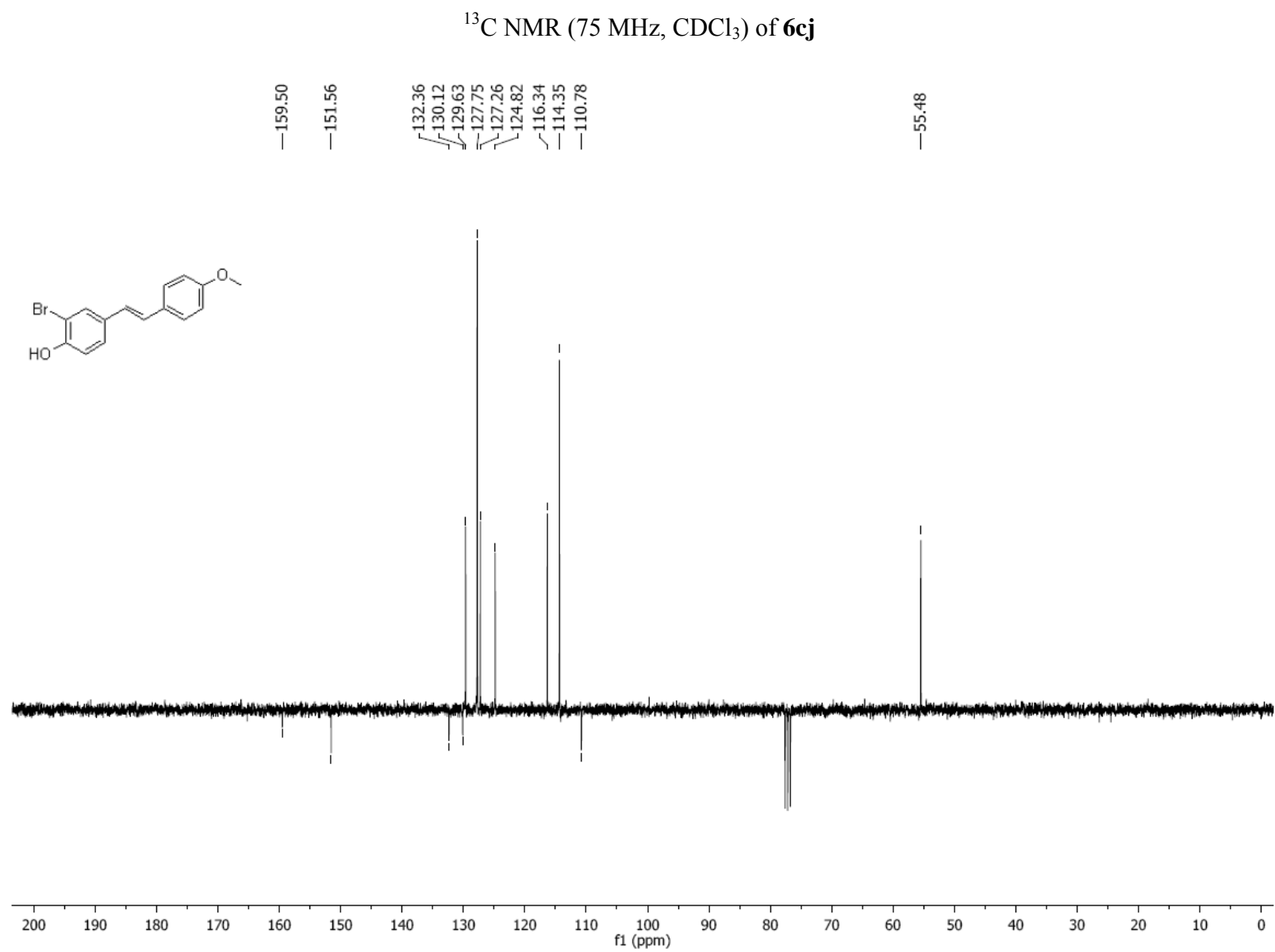


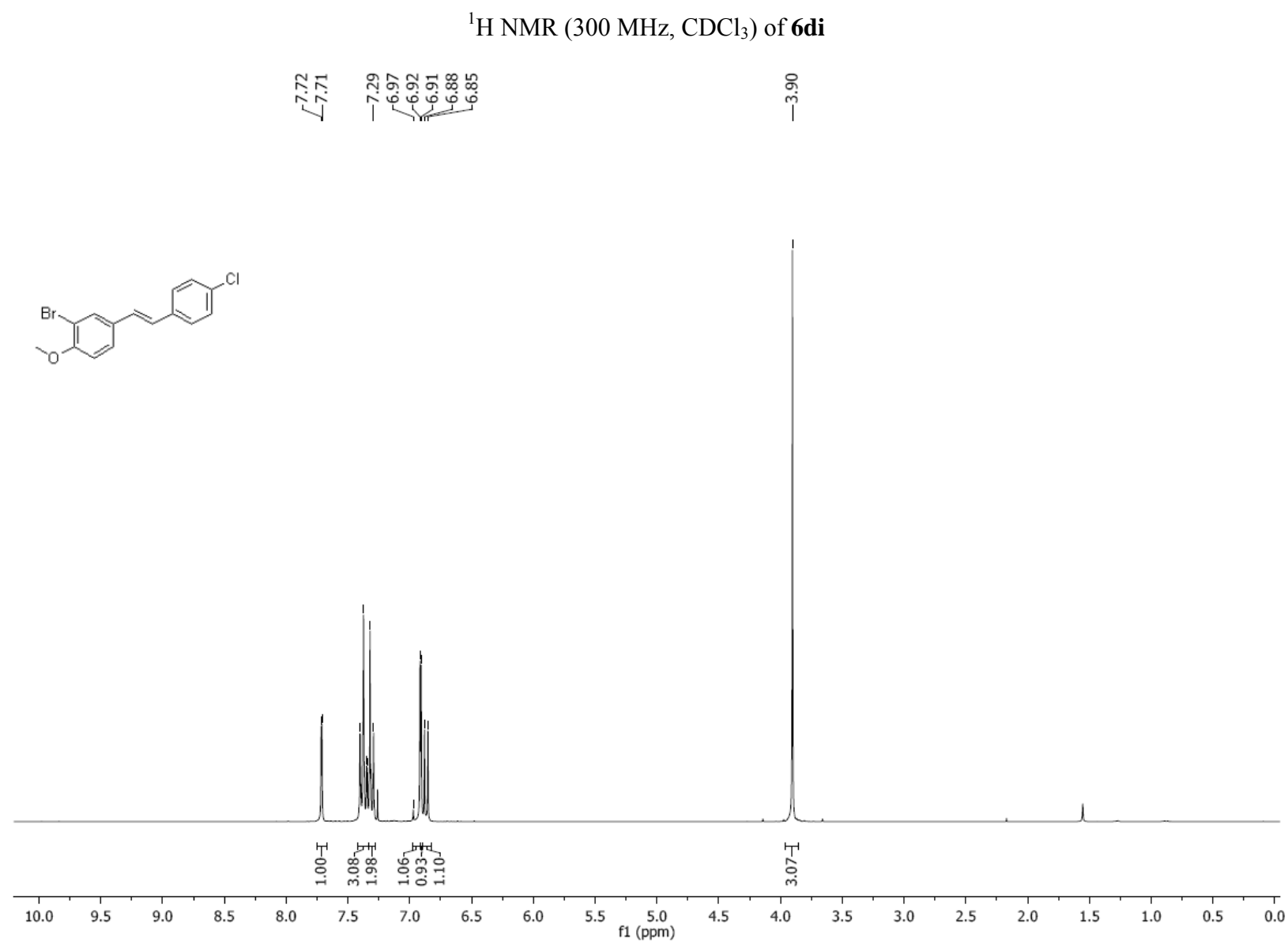


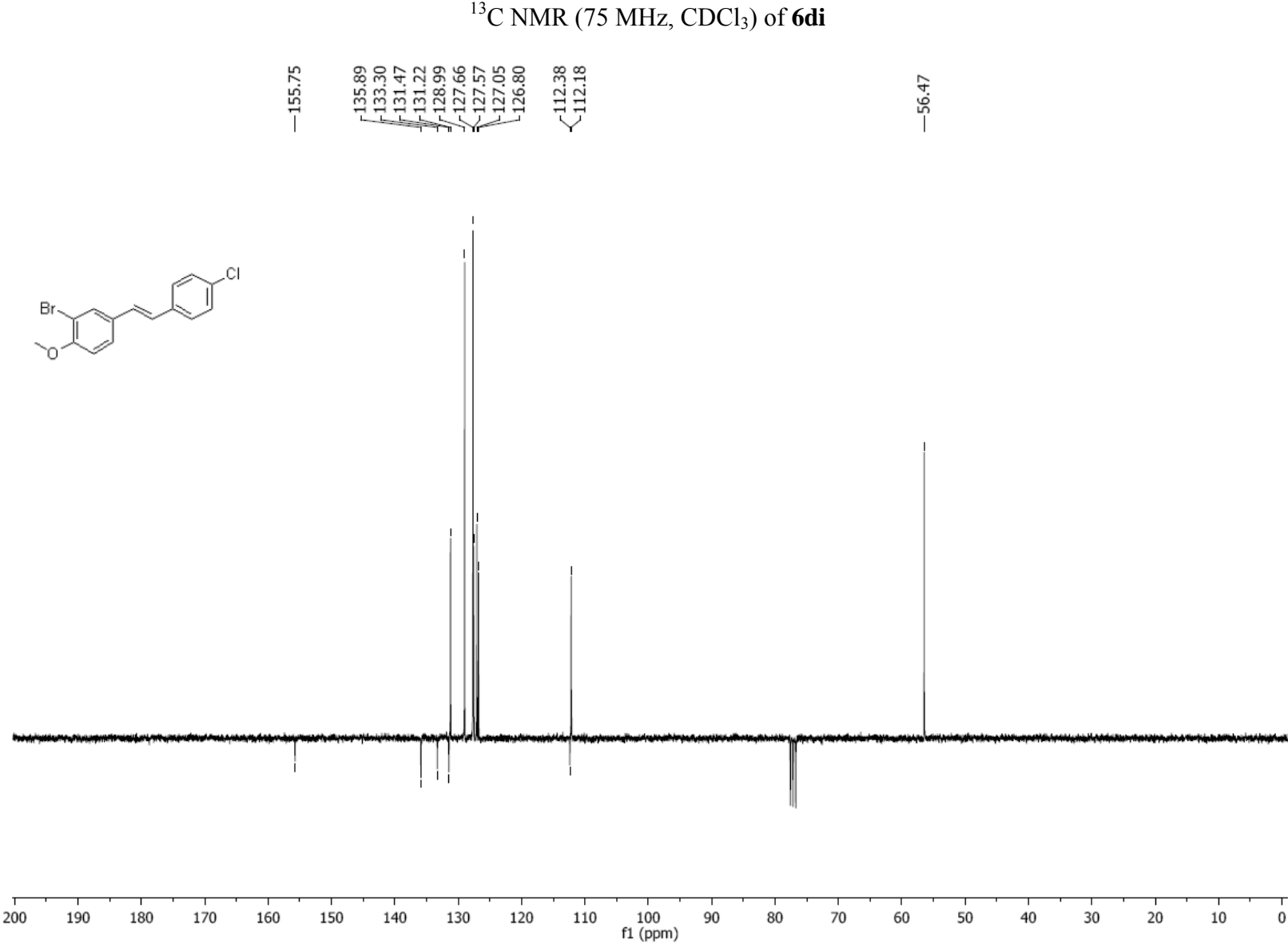


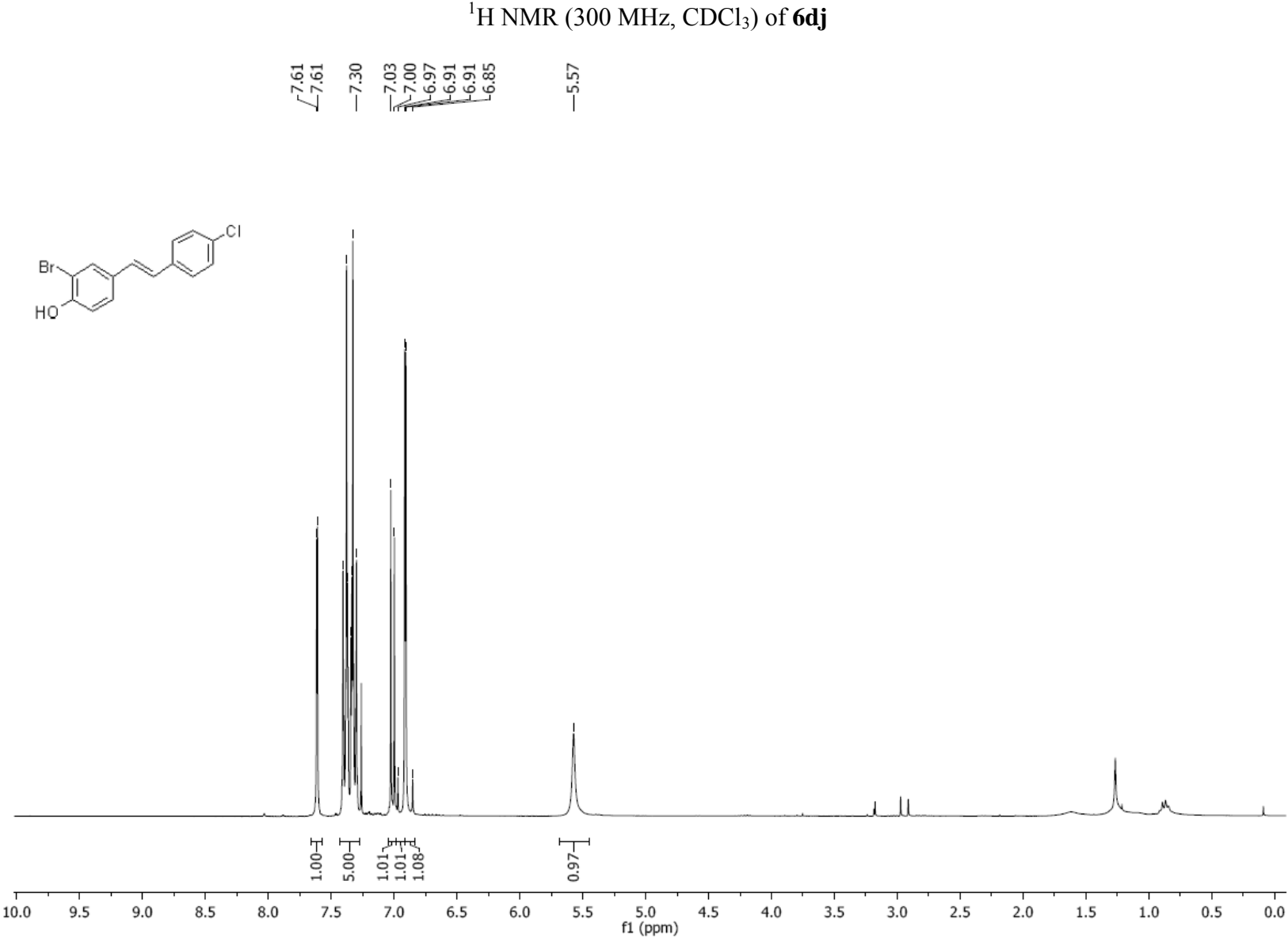


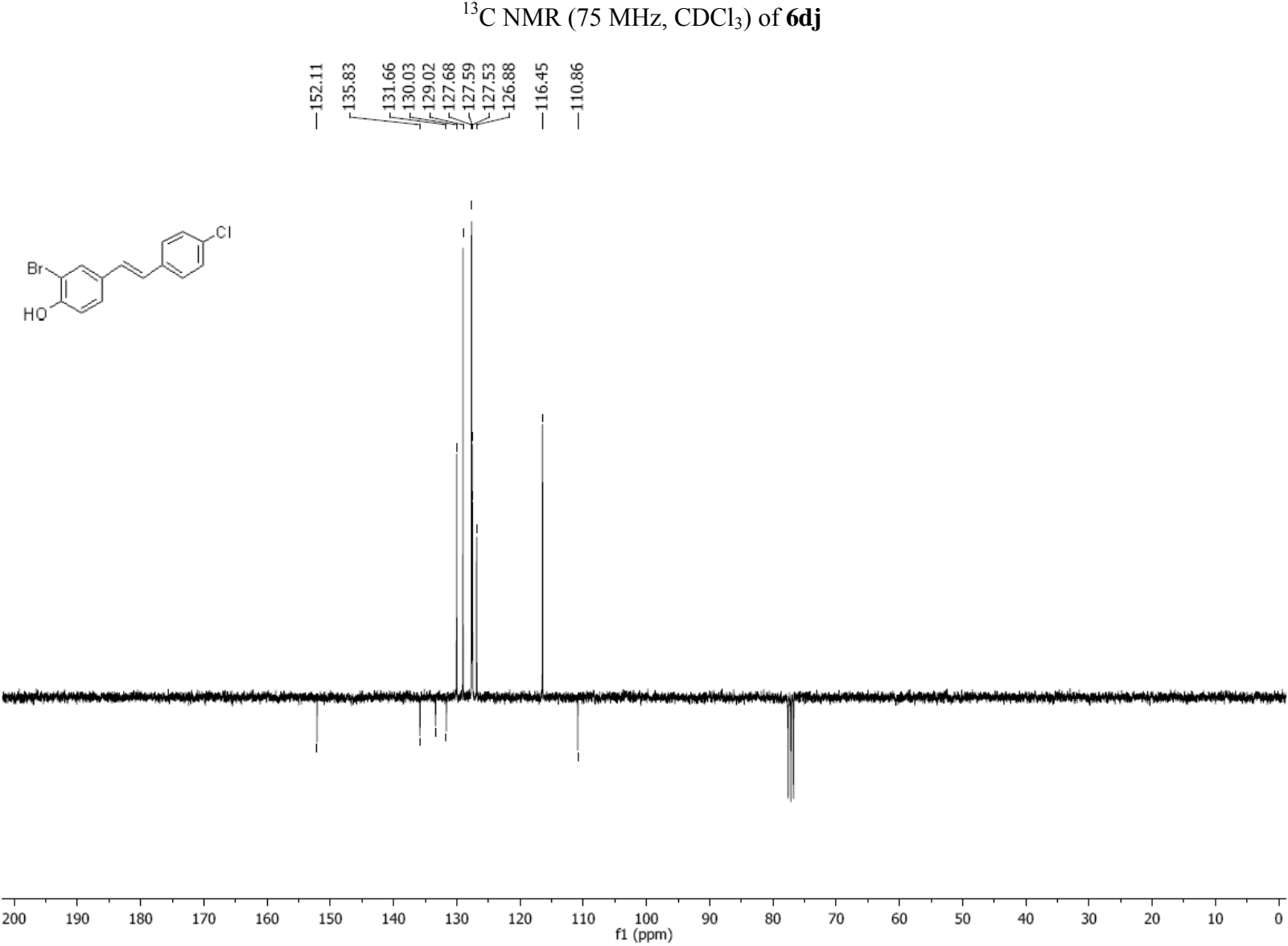


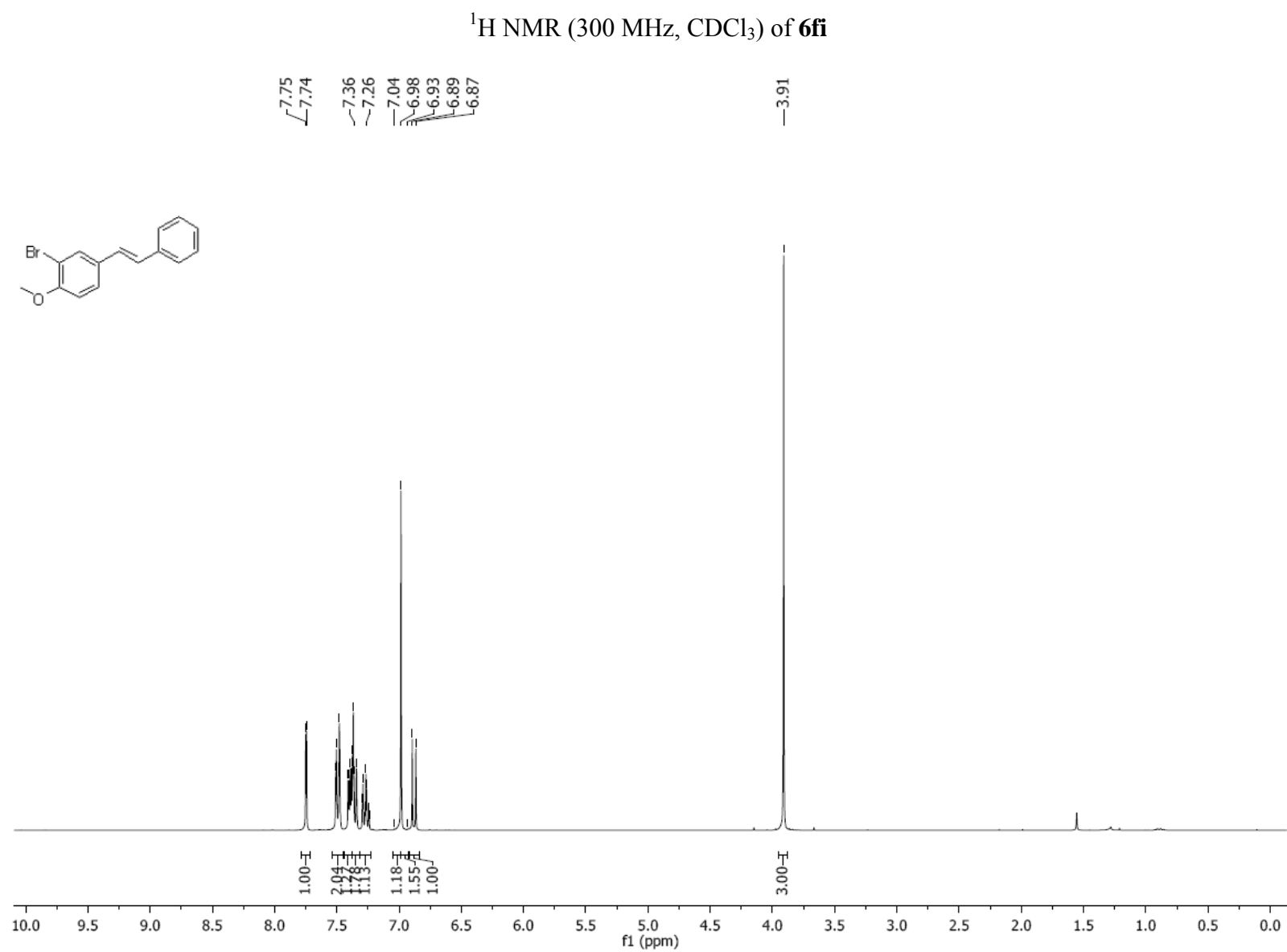




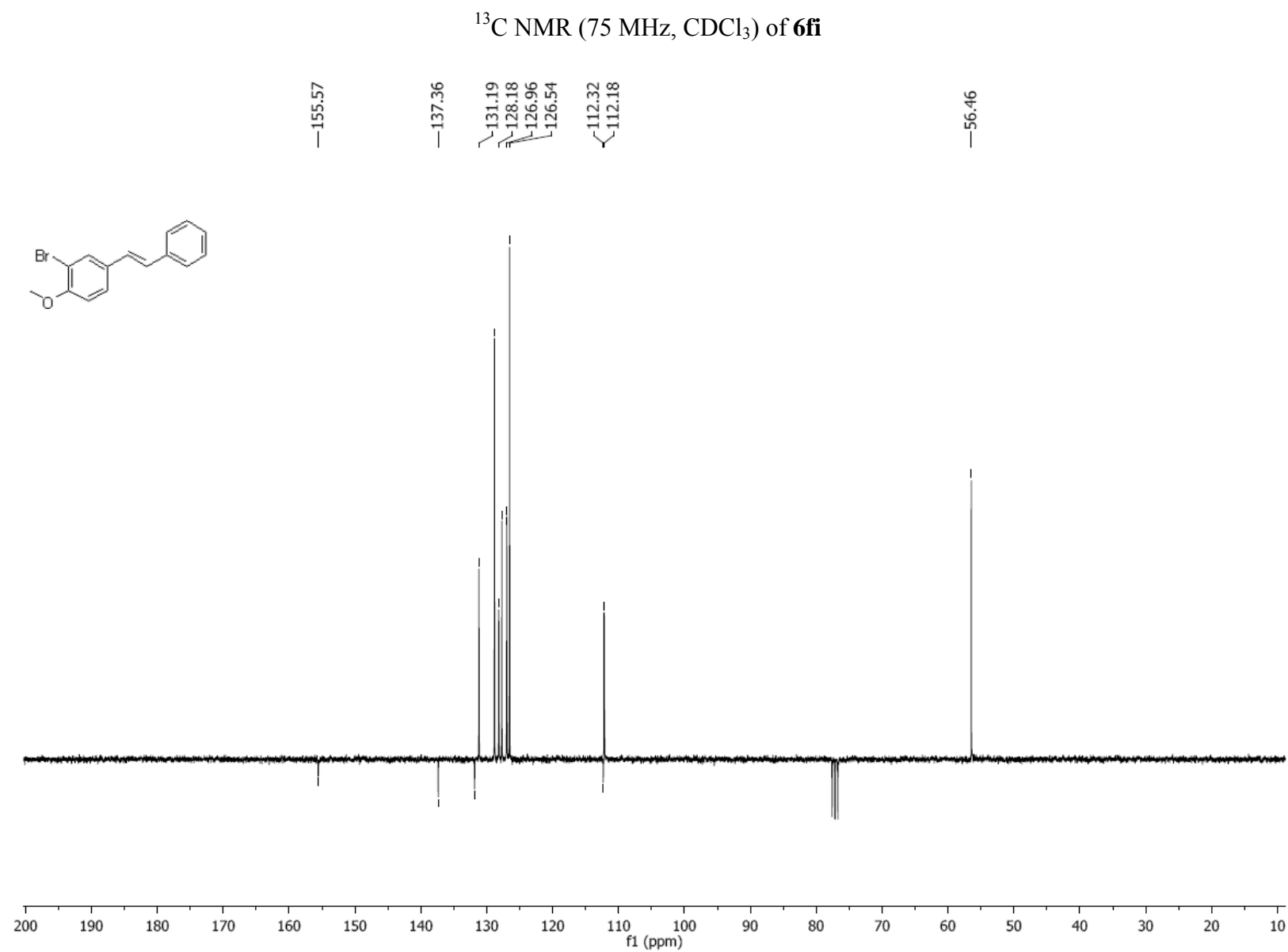


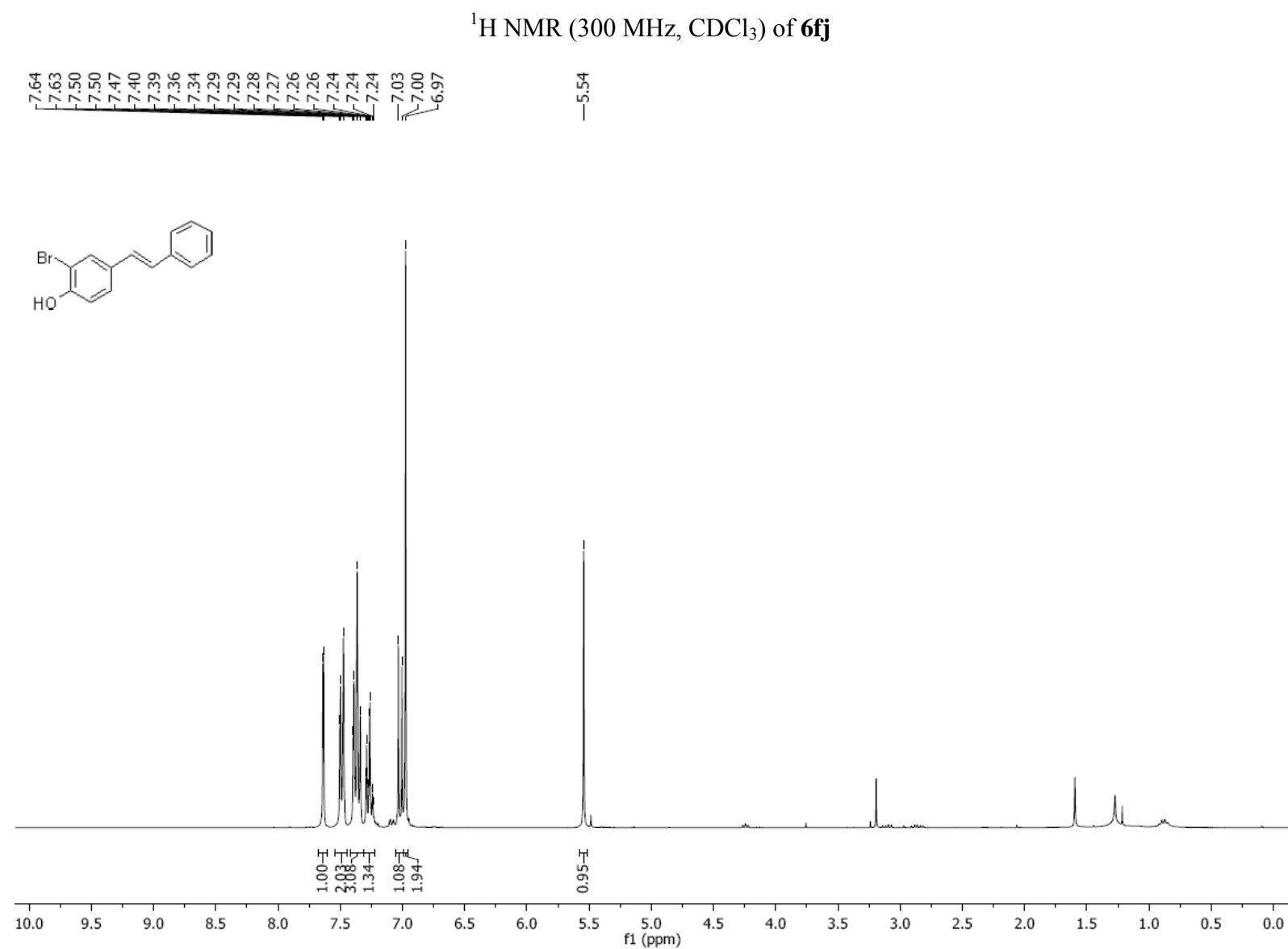


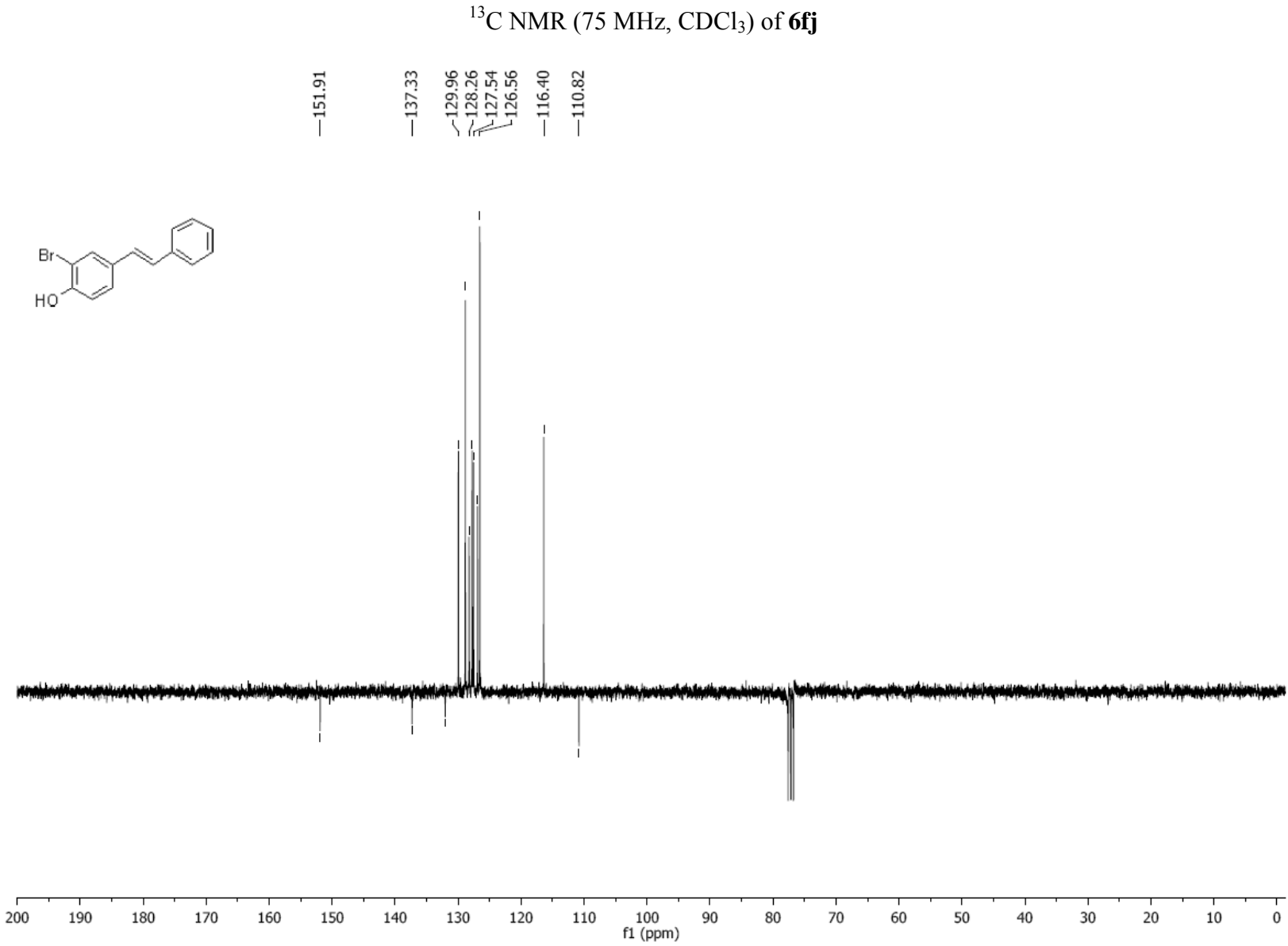


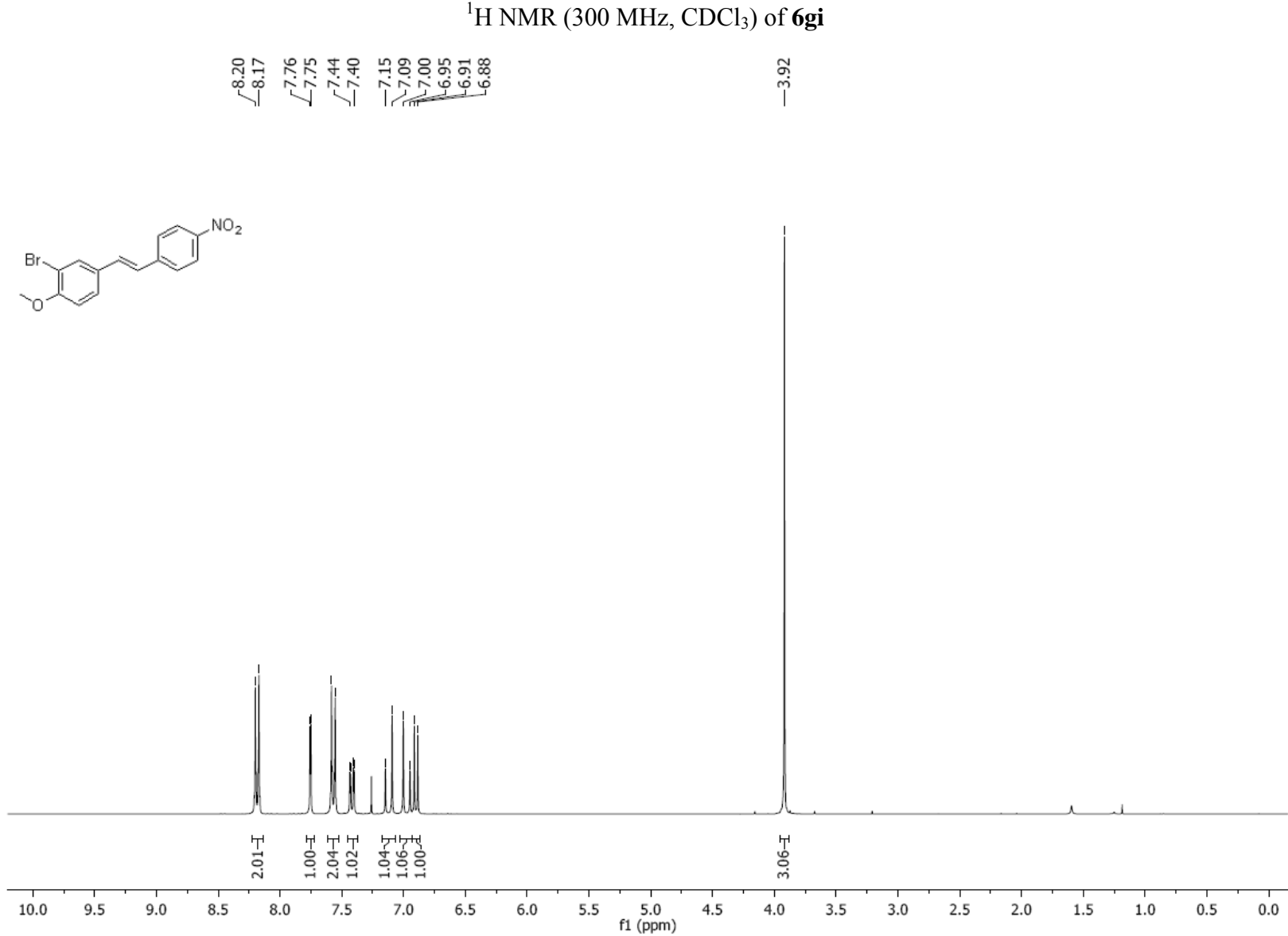


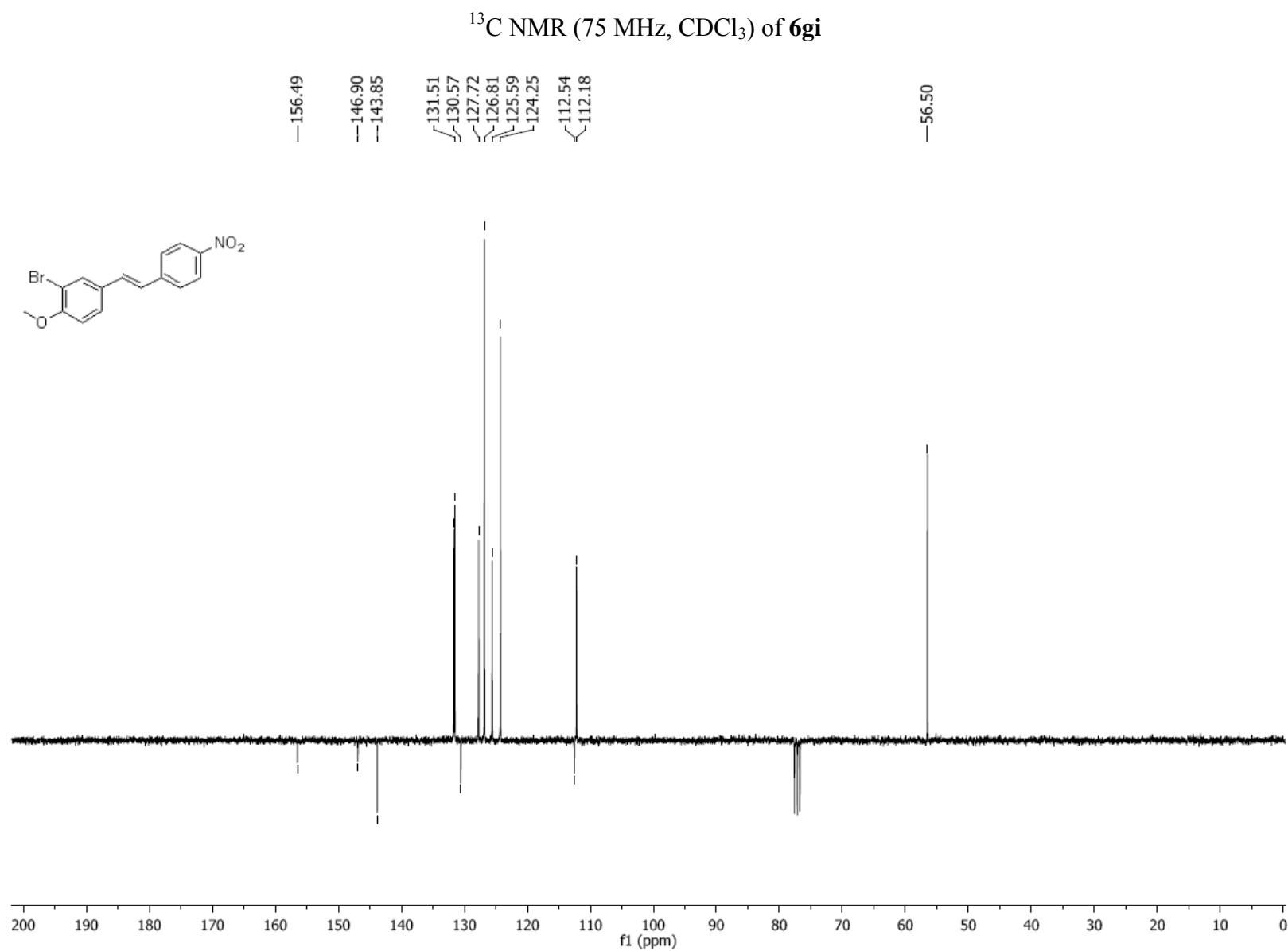


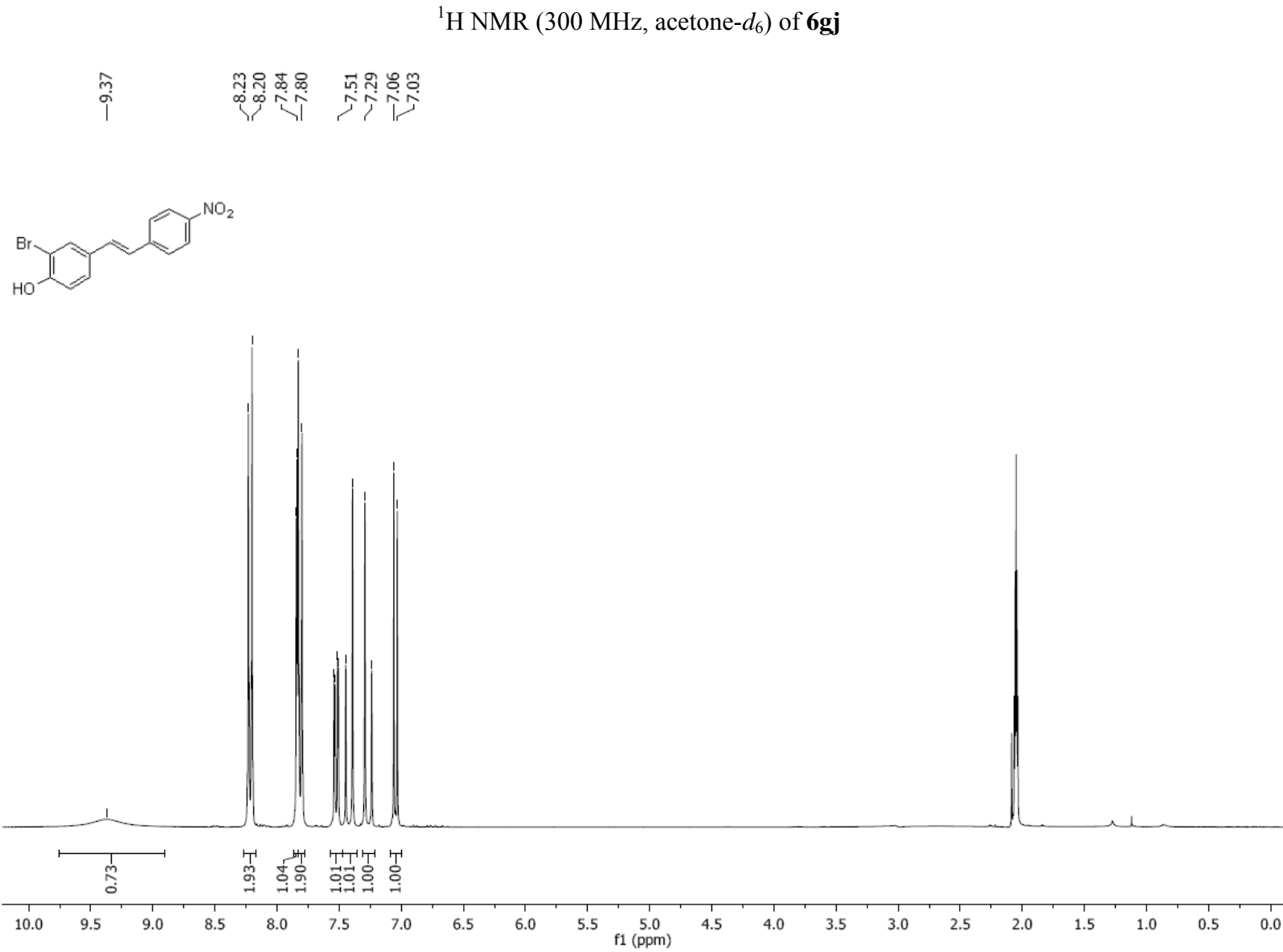


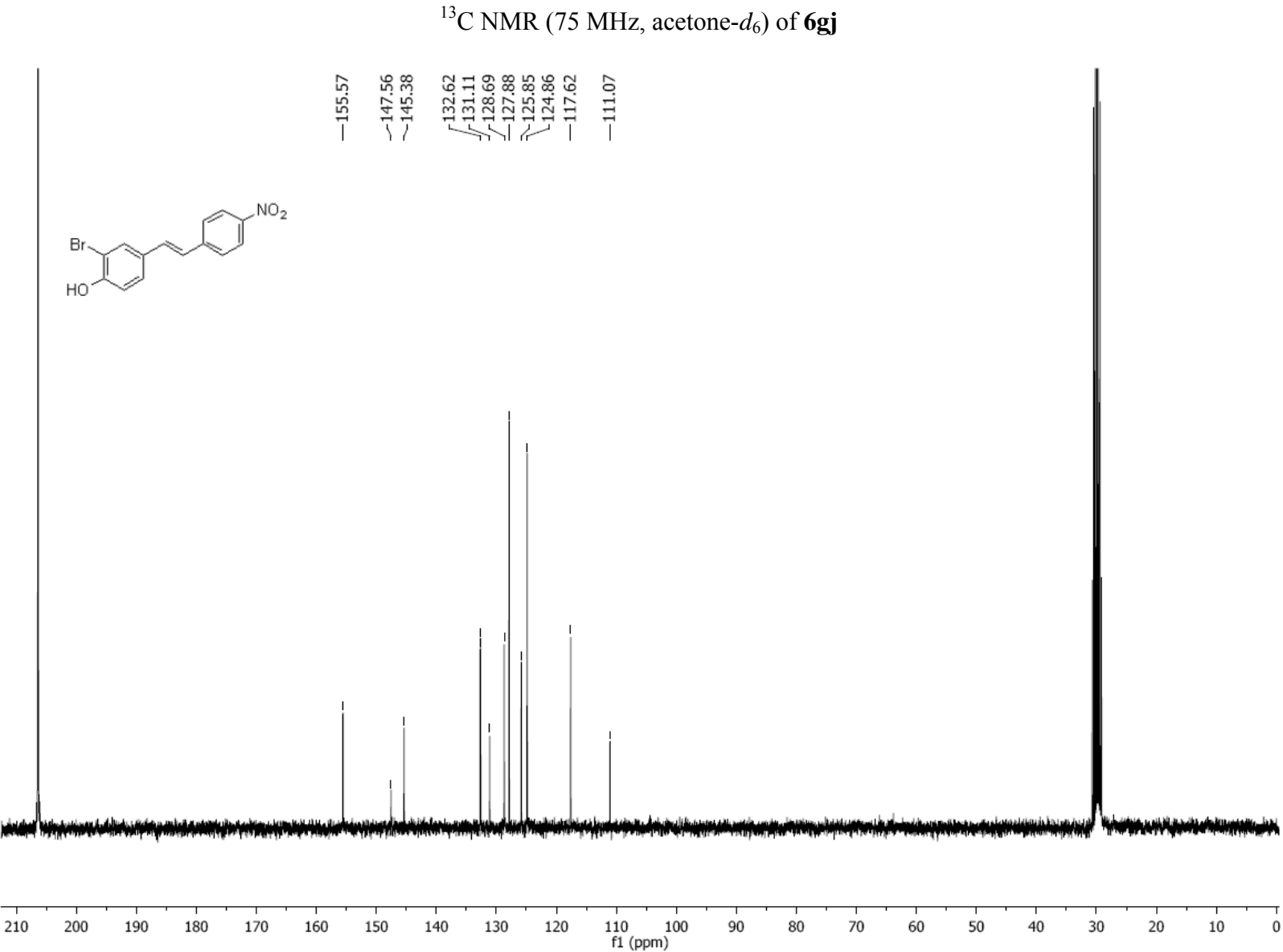


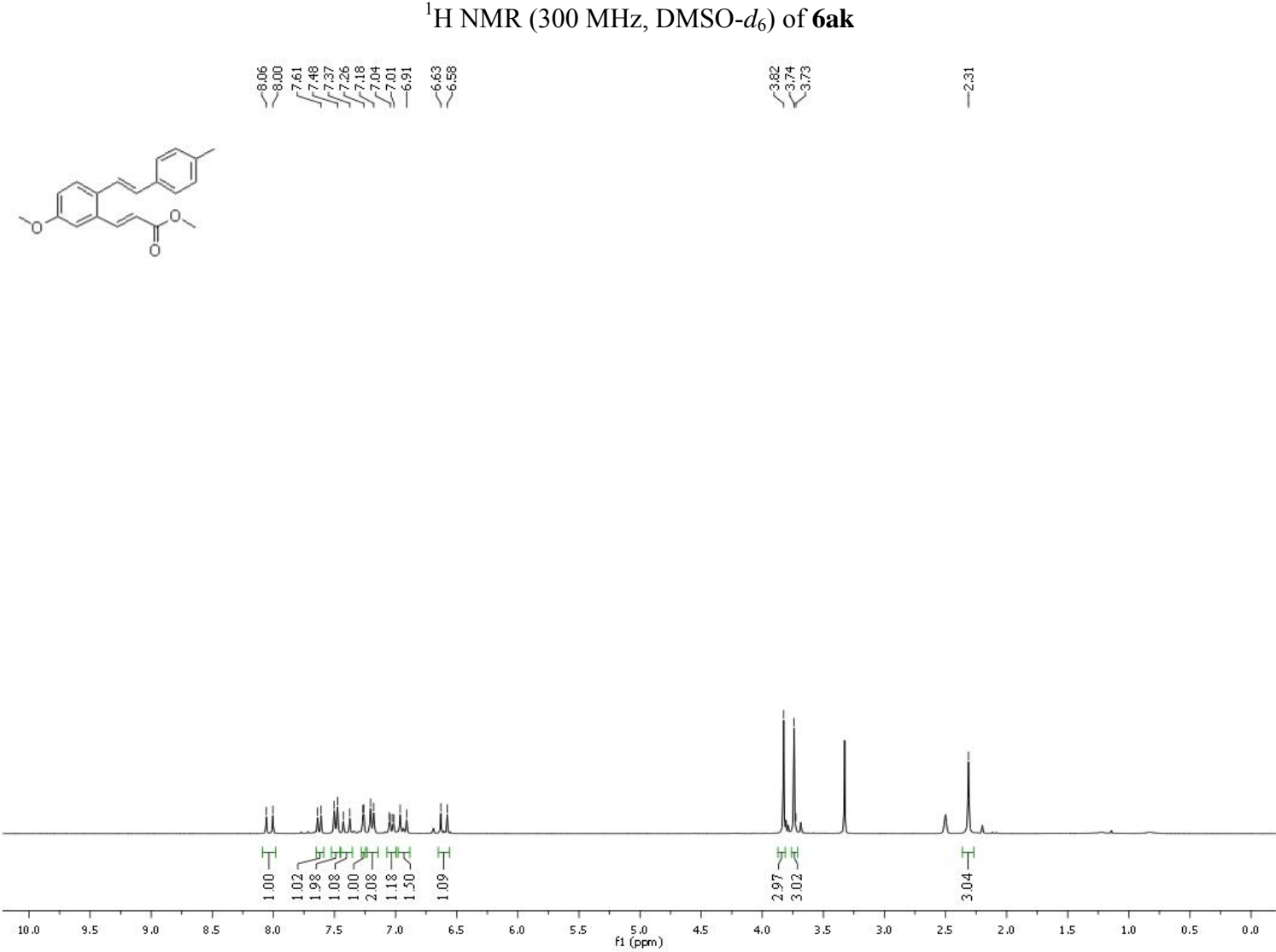




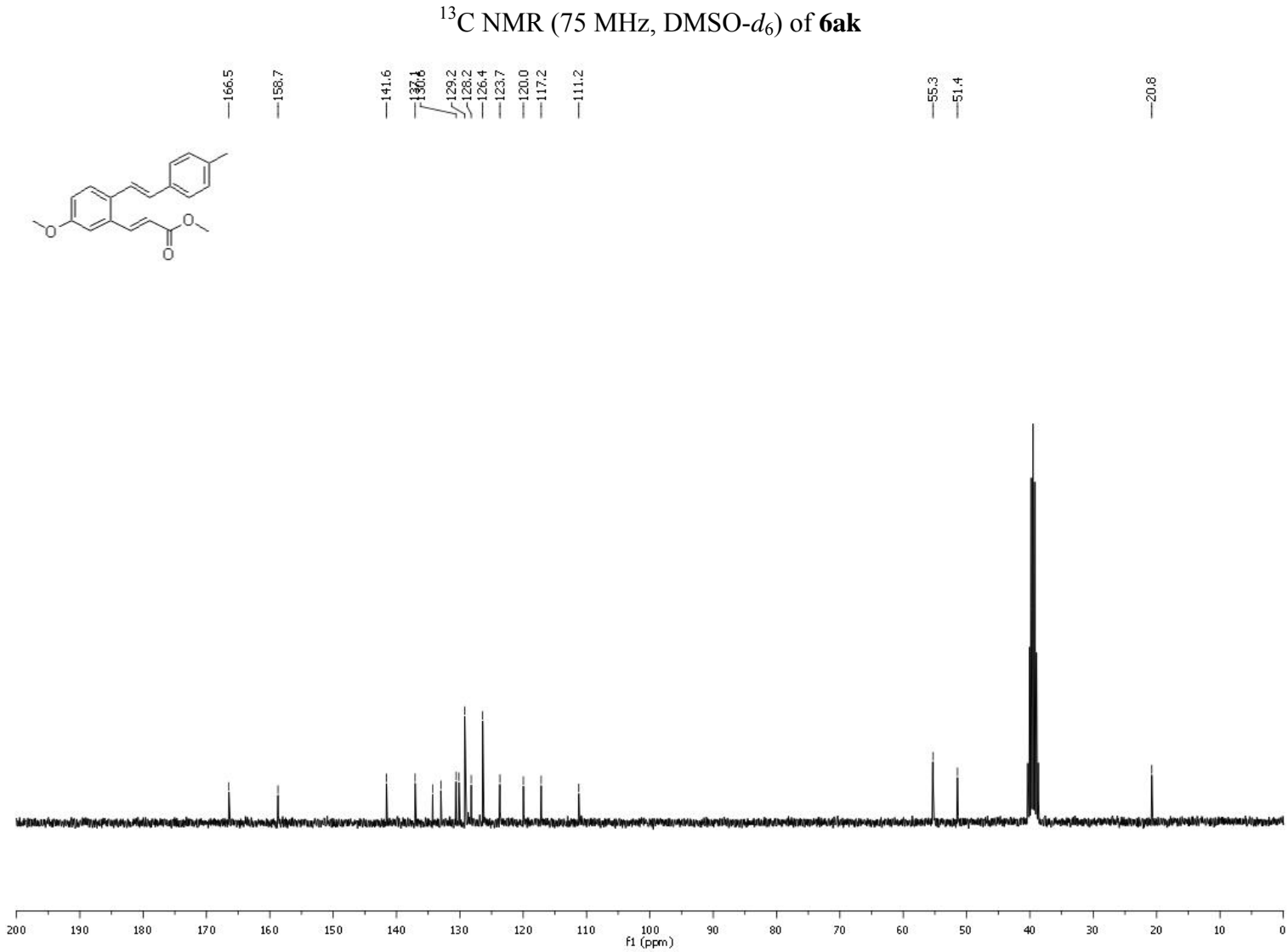


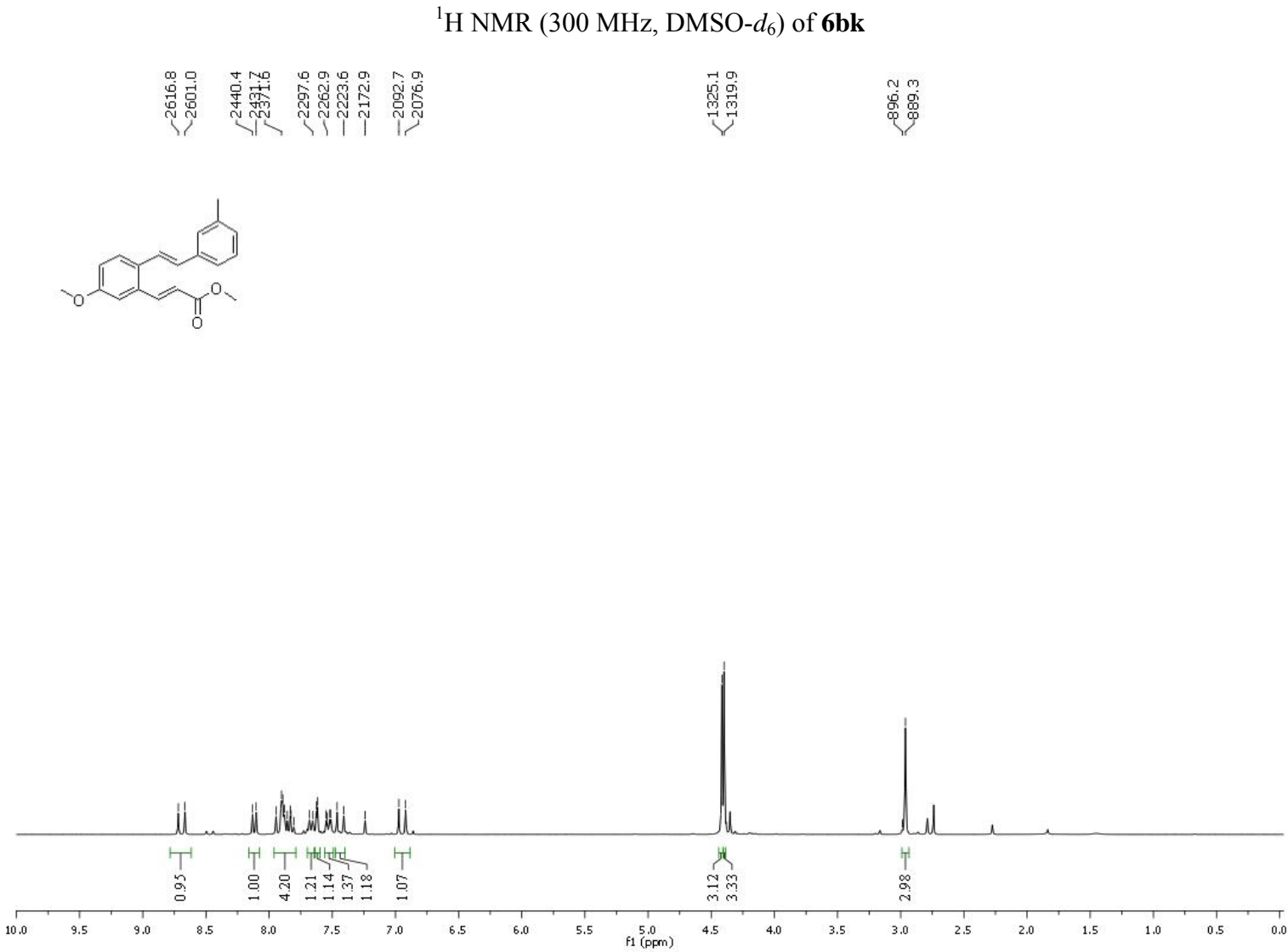


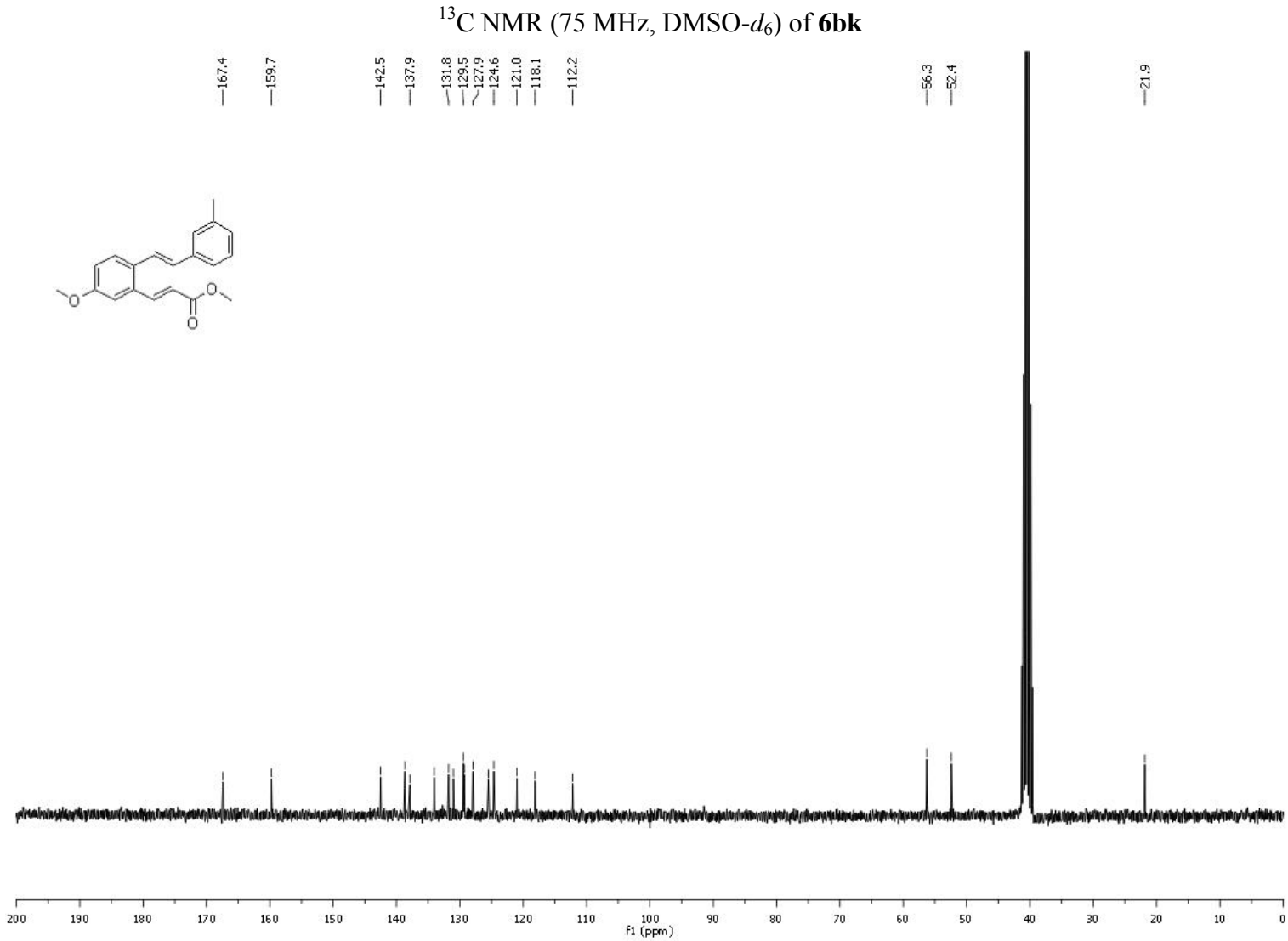


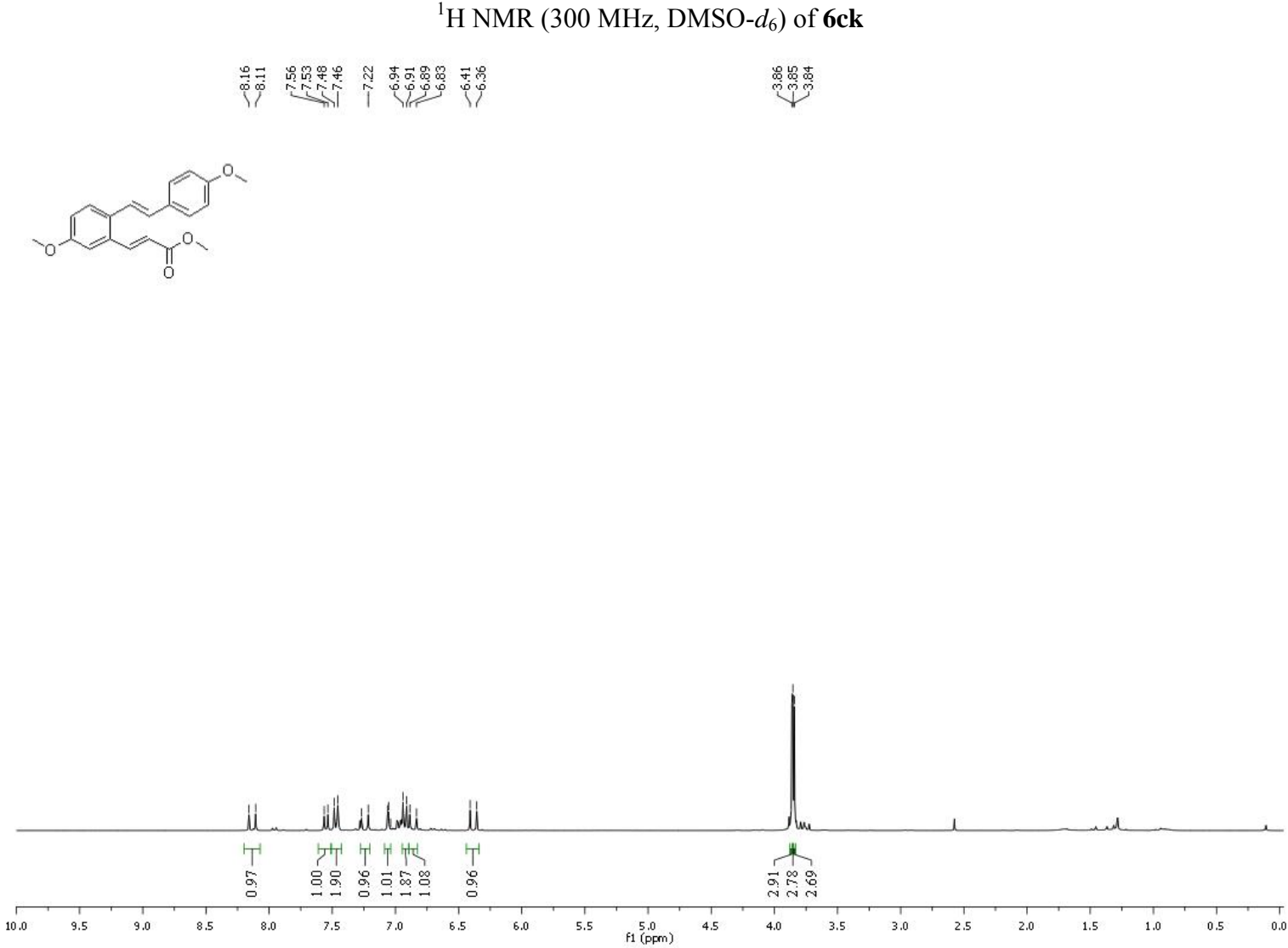


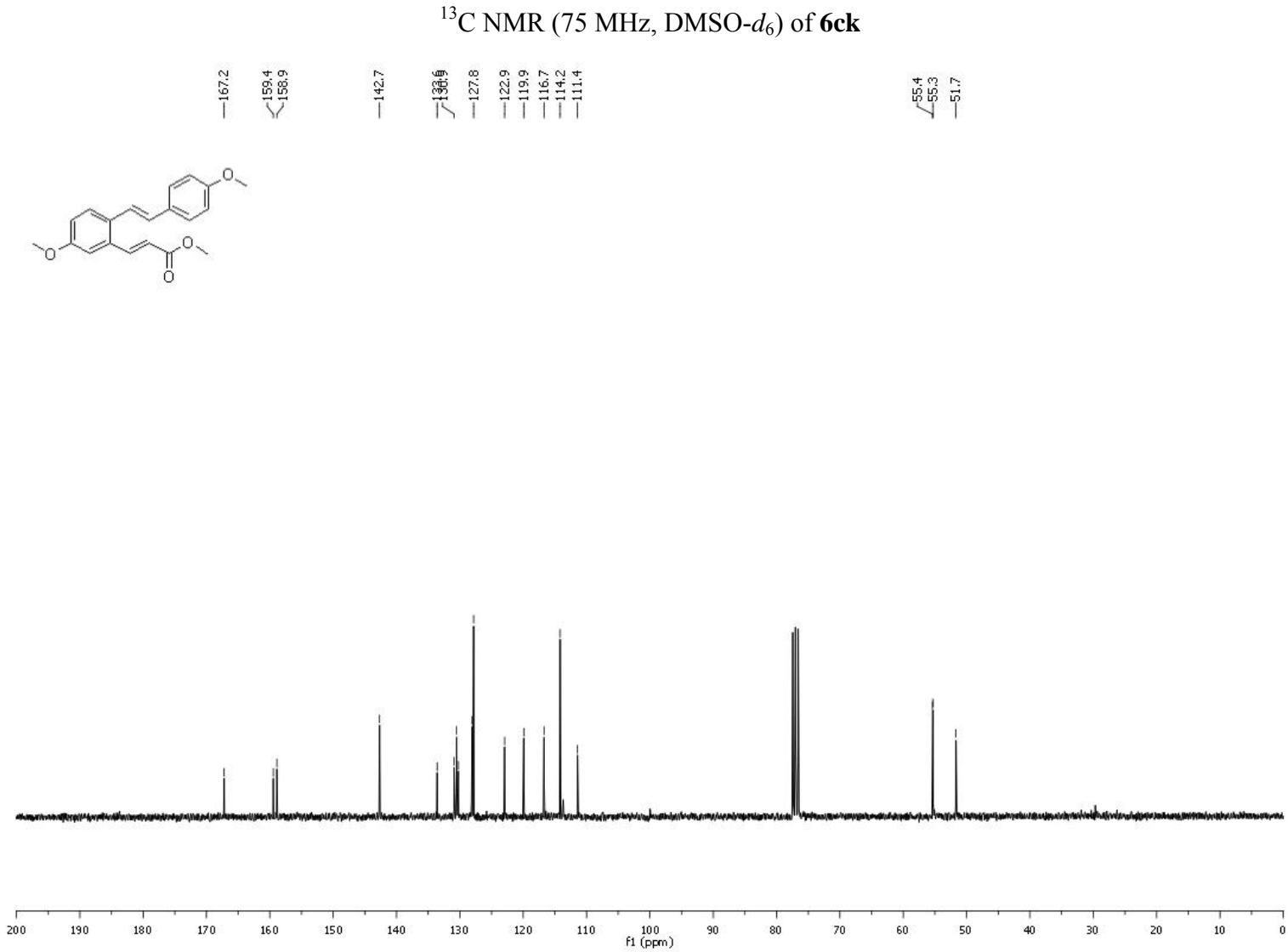


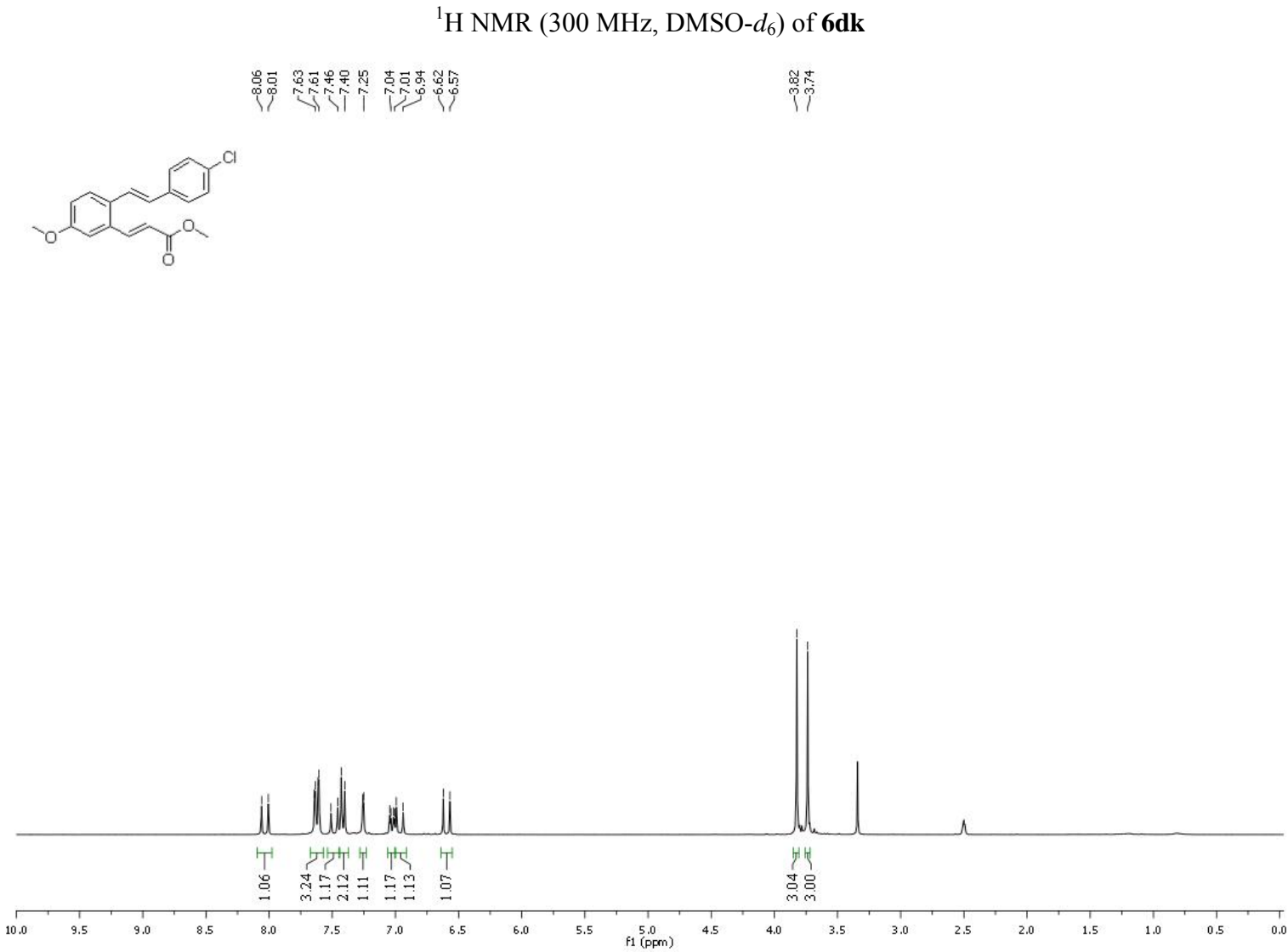


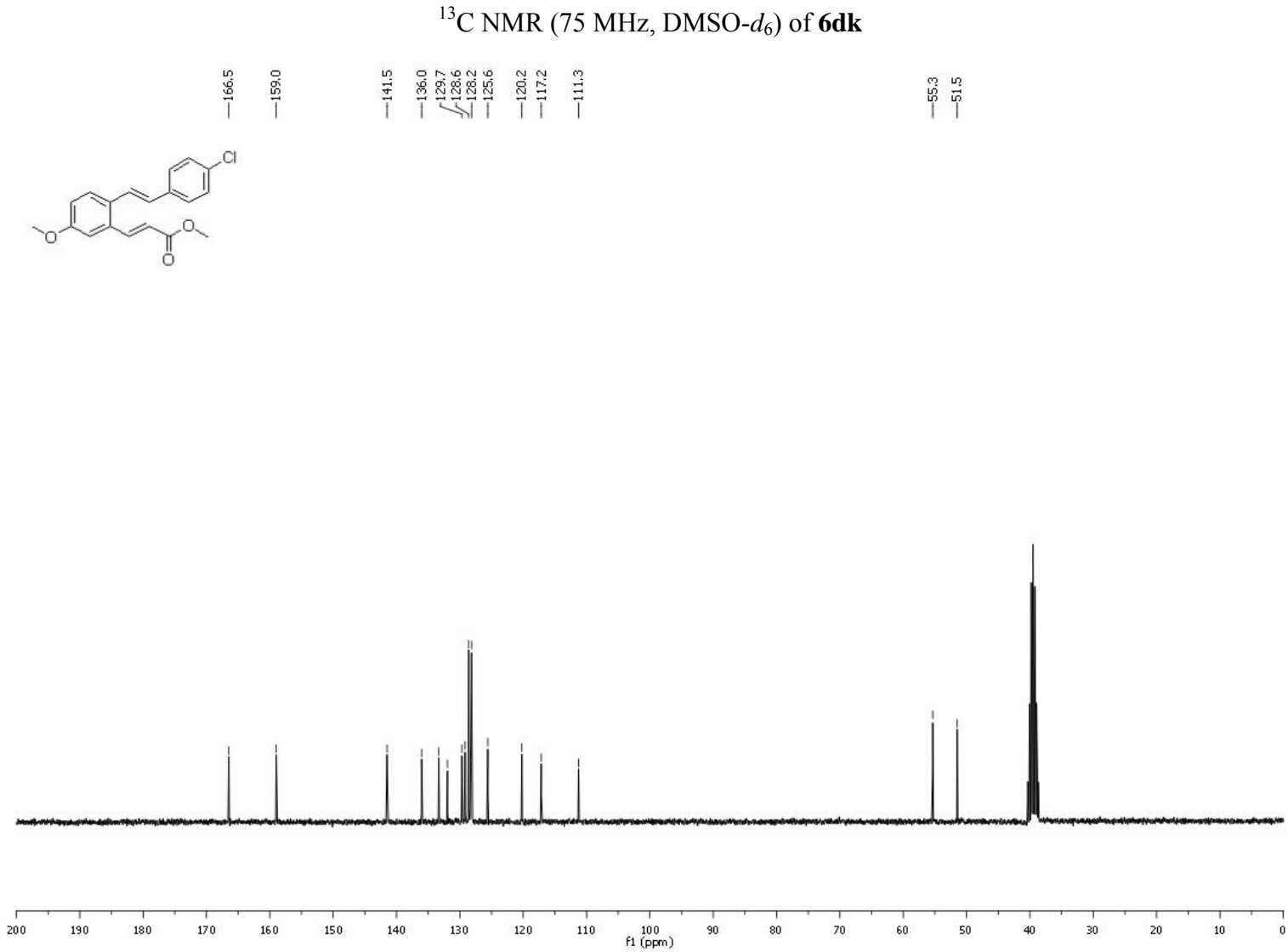


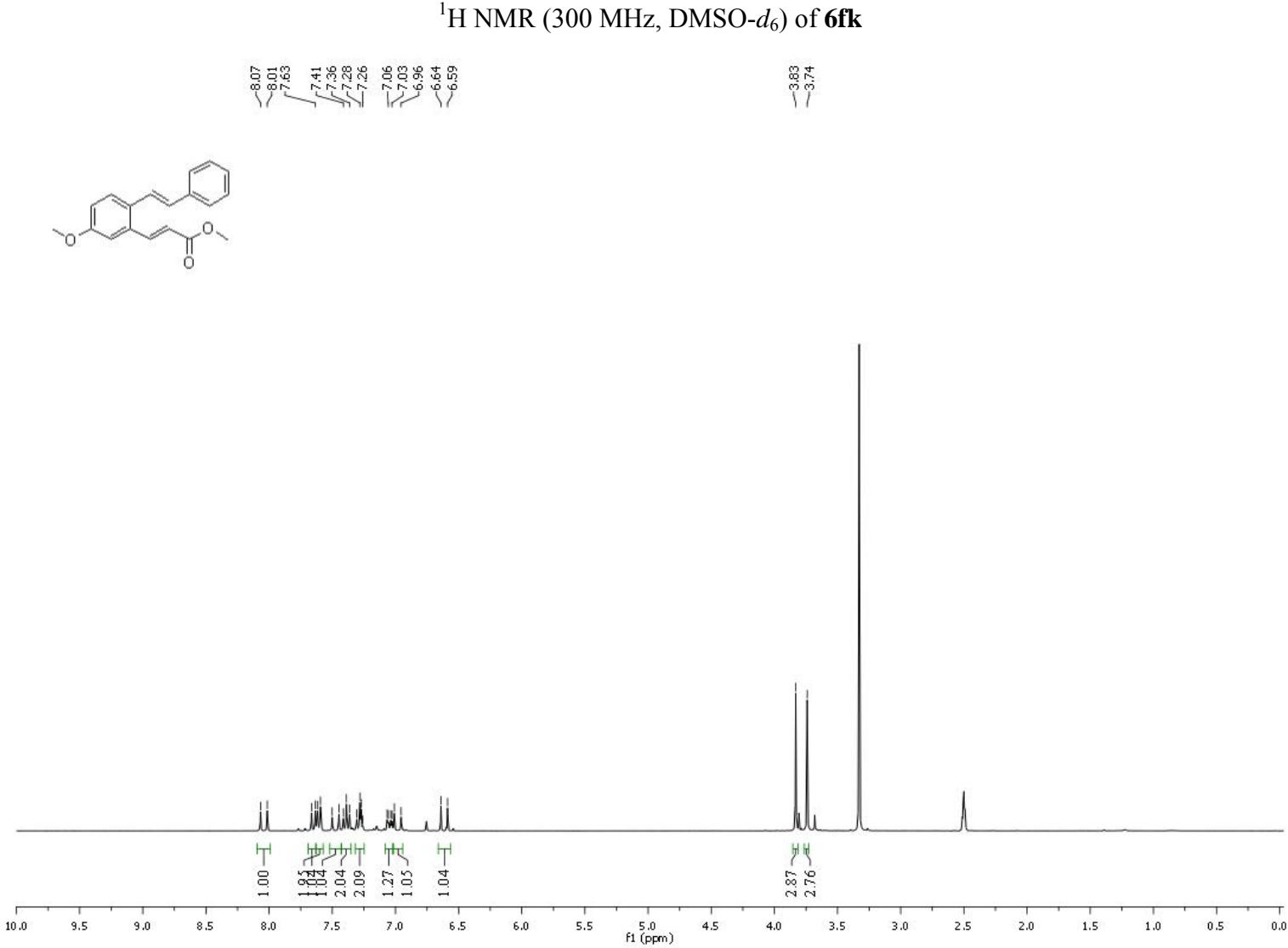




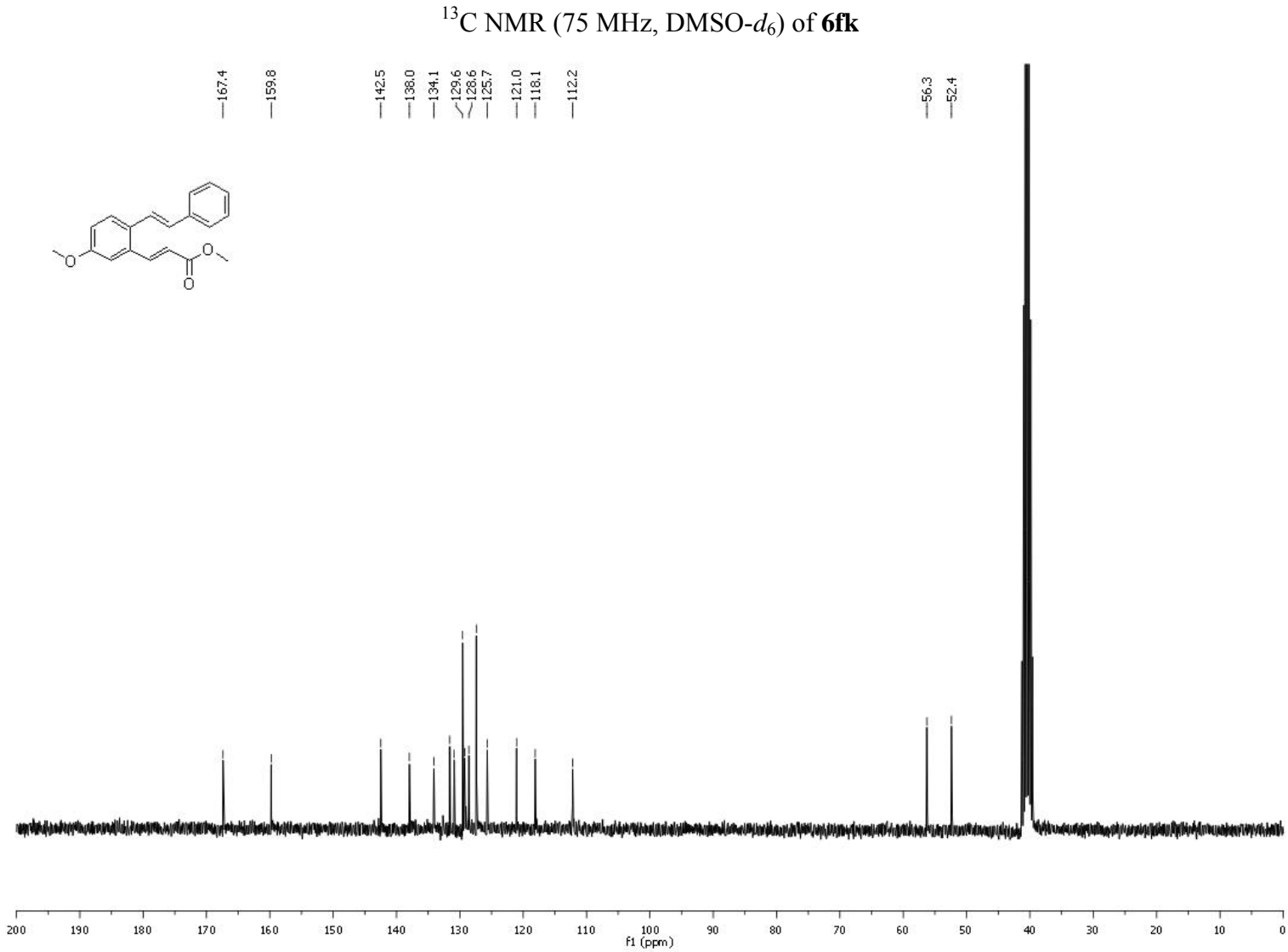


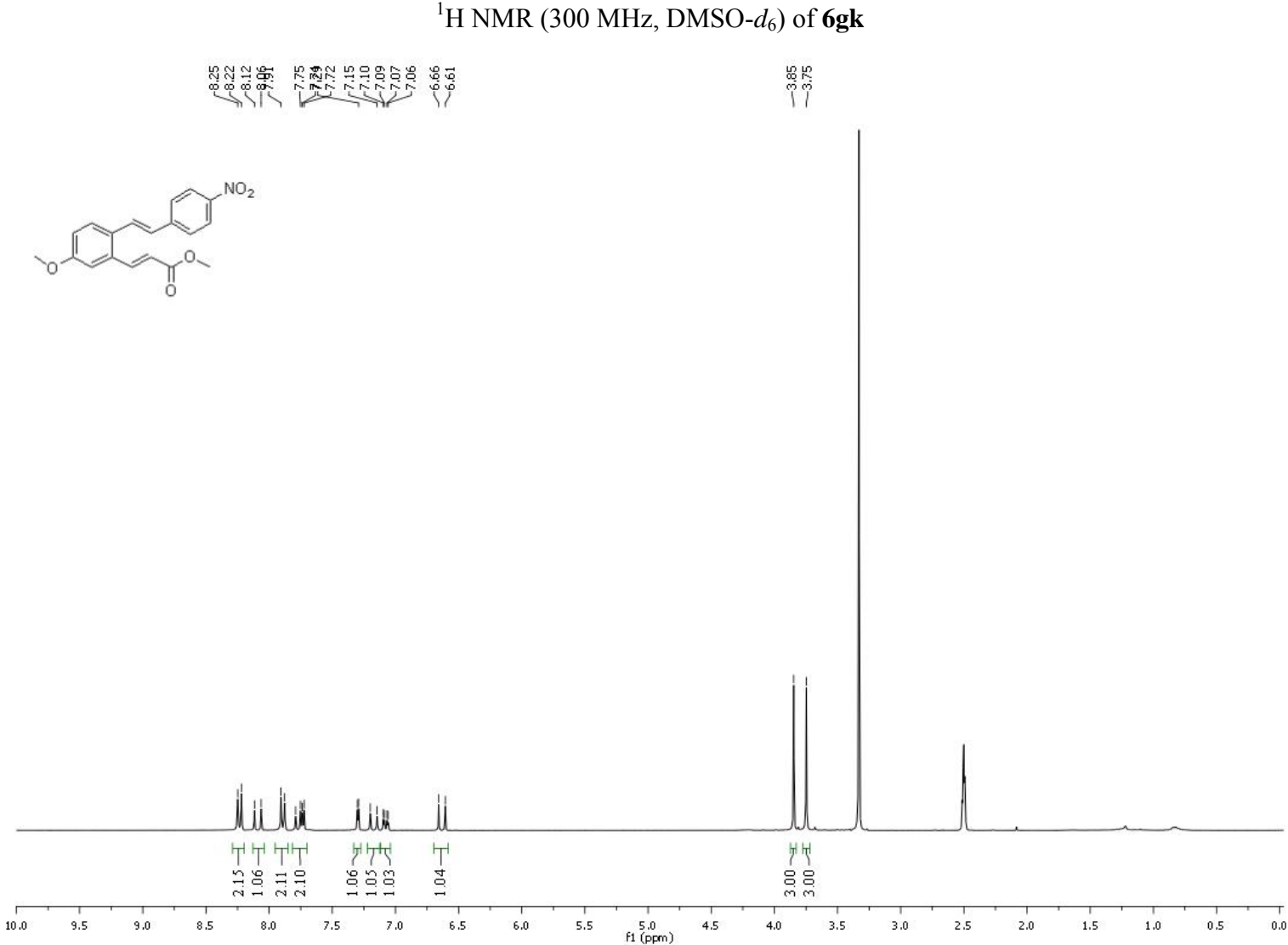


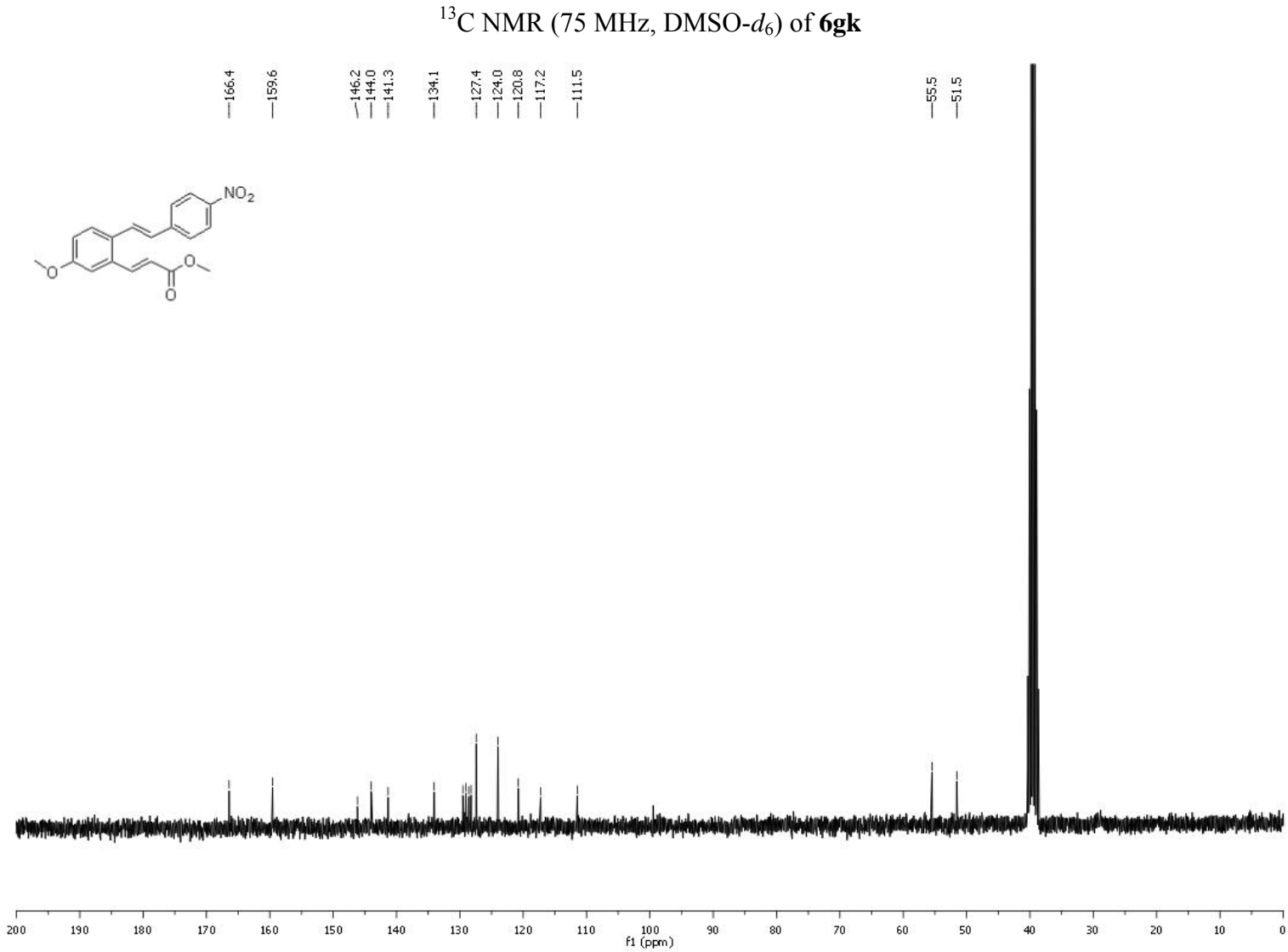




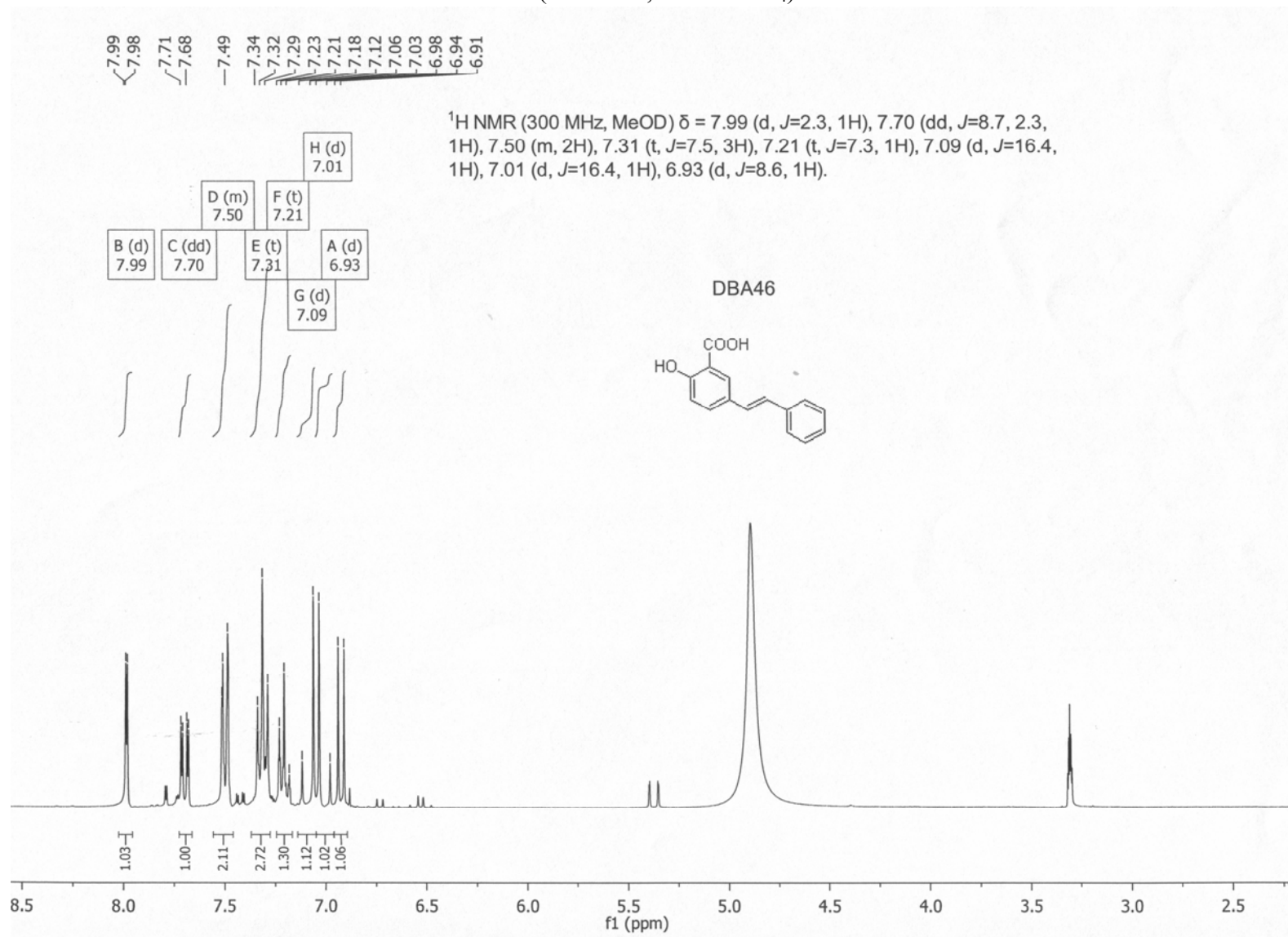








$^1\text{H}$  NMR (300 MHz, methanol- $d_4$ ) of **6fm**



<sup>13</sup>C NMR (75 MHz, methanol-*d*<sub>4</sub>) of **6fm**

