Supporting Information for

# Stereoselective Synthesis of (E)-3,3-diaryl and (E)-3-aryl-3-aryloxy Allylamines and Allylalcohols from *trans*-Cinnamyl chloride and alcohol

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### 1. Dehydrobromination optimization

Entry	Temp. (°C)	Solvent	Base	Conversion (%)	Seletivity 5a (%)
$1^{a}$	60	MeOH/THF	K <sub>2</sub> CO <sub>3</sub>	39	72
$2^{a}$	60	THF/MeOH	КОН	33	76
3 <sup>a</sup>	60	THF	K <sub>2</sub> CO <sub>3</sub>	38	51
$4^{a}$	60	THF	КОН	37	53
5 <sup>a</sup>	25	THF	КОН	40	98
6 <sup>b</sup>	35	THF	КОН	100	97 (88)

#### Table S1: Optimization of 4a dehydrobromintion conditions

Conditions: **4a** (1 mmol), base (2 mmol), solvent (8 ml). Internal standard: undecane. <sup>a</sup> 16 h, <sup>b</sup> 48 h. the value in brackets corresponds to isolated yield. Conversion determined by 1H-NMR and the isomer distribution (selectivity) determined by GC and GC-MS.



## 2. <sup>1</sup>H-NMR and <sup>13</sup>C-NMR Compounds Spectra



S4







S6



Compound 4c





Compound **5b** 



Compound 5c



Compound 6a



Compound 7a



Compound 8a



Compound 9a



Compound 10a



Compound 11a



Compound 12a





Compound 6c















Compound 9b









Compound 11c

#### **3.** NOE Experiments For determination of (*E*)-Configuration of Trissubstitued Products



NOE-1D (CycloNoe – Varian 300MHz) Experiment to determine the *E*-configuration of vinyl bromides **5**. When the aromatic hydrogens are saturated, is possible to see NOE correlation with allylic  $CH_2$  (red). When allylic  $CH_2$  is saturated, is possible to see NOE correlation with aromatic hydrogens (blue). When olefinic hydrogen is saturated, no NOE correlation with aromatic is observed.



NOE-1D (CycloNoe – Varian 300 MHz) experiment to determine the *E*-configuration of the vinyl bromides **5**. With the saturation of allylic  $CH_2$  is possible to see NOE correlation with aromatic hydrogens (blue). With saturation of olefinic hydrogens, no NOE correlation is observed with aromatics. (green).



NOE-1D (CycloNoe – Varian 300 MHz) experiment to determine the *E*-configuration of the trissubstitued olefins. With the saturation of the olefinic hydrogen it is possible to note NOE correlation with the aromatic hydrogen singlet orto-methyl.



NOE-2D (Varian 400, mixing time 600 ms) experiment to determine the *E*-configuration of the trissubstitued olefins. It is possible to observe NOE correlation between the hydrogens of the SO<sub>2</sub>Me substituted aryl group with the olefinic hydrogen (2). It is also possible to note NOE correlation of phenyl hydrogens and allylic CH<sub>2</sub> (1).



NOE-2D (Varian 400, mixing time 600 ms) experiment to determine the *E*-configuration of the trisubstitued vinyl-ethers. It is possible to observe NOE correlation between allylic  $CH_2$  and hydrogens of the phenyl ring near to oxygen.



NOE-2D (Varian 400, mixing time 600 ms) experiment to determine the Econfiguration of the trisubstitued vinyl-ethers. It is possible to observe NOE correlation between allylic CH<sub>2</sub> and hydrogens of the unsubstitued phenyl ring.