

A. MAJI, A. DAHIYA, G. LU, T. BHATTACHARYA, M. BROCHETTA, G. ZANONI\*, P. LIU\*, D. MAITI\* (INDIAN INSTITUTE OF TECHNOLOGY, MUMBAI, INDIA; UNIVERSITY OF PITTSBURGH, USA; UNIVERSITÀ DEGLI STUDI DI PAVIA, ITALY)  
 H-Bonded Reusable Template Assisted *para*-Selective Ketonisation using Soft Electrophilic Vinyl Ethers  
*Nat. Commun.* **2018**, *9*, 3582.

## *para*-Ketonization Using Electrophilic Vinyl Ethers

Category

Metal-Mediated  
Synthesis

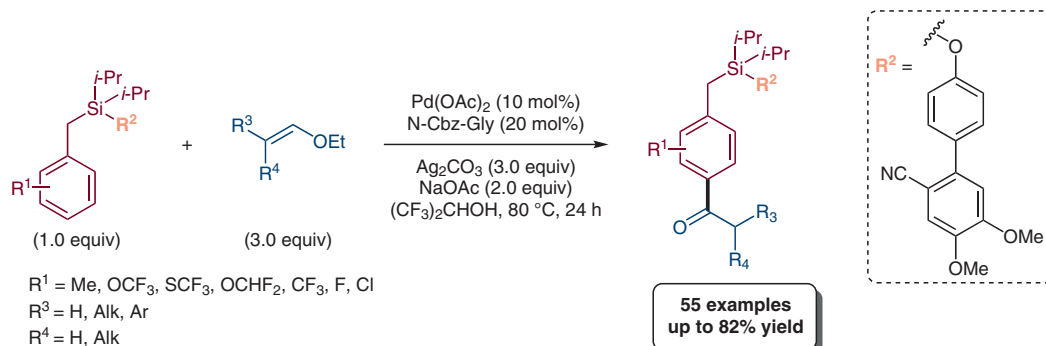
Key words

*para*-selective  
reaction

ketonization

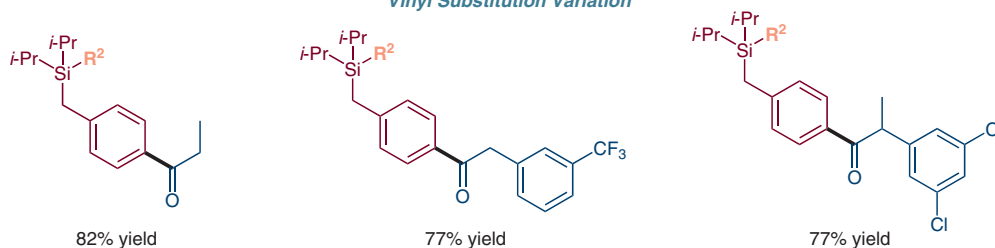
vinyl ethers

Synfact  
of the month

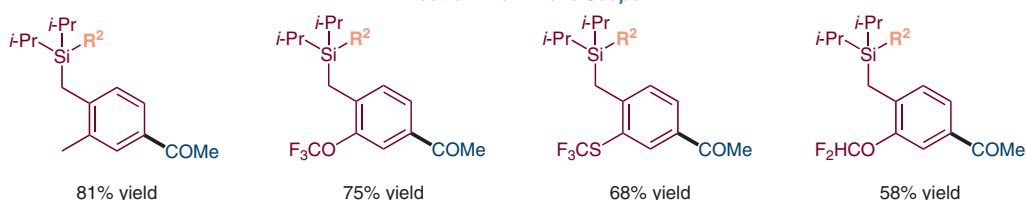


Selected examples:

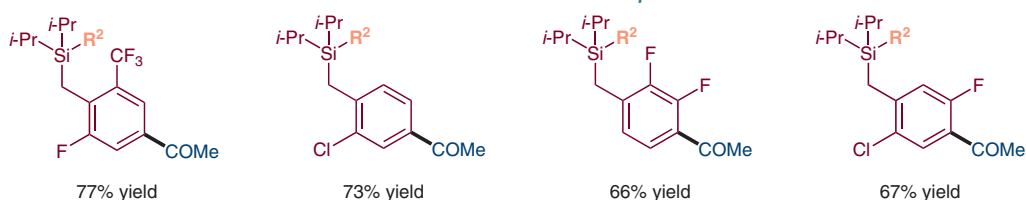
### Vinyl Substitution Variation



### Electron-Rich Arene Scope



### Electron-Deficient Arene Scope



**Significance:** The authors report a direct *para*-selective ketonization of arenes. This method makes use of a reusable template to ensure high selectivity.

**Comment:** A well-defined hard–soft interaction suppresses competitive routes and enables the functionalization of often challenging electron-poor systems.

**SYNFACTS Contributors:** Paul Knochel, Simon Graßl  
 Synfacts 2018, 14(12), 1283 Published online: 19.11.2018  
 DOI: 10.1055/s-0037-1609642; Reg-No.: P13718SF