**para-Ketonization Using Electrophilic Vinyl Ethers**

**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.

**Selected examples:**

**Vinyl Substitution Variation**

- R1 = Me, OCF3, SCF3, OCHF2, CF3, F, Cl
- R3 = H, Alk, Ar
- R4 = H, Alk

82% yield

77% yield

77% yield

**Electron-Rich Arene Scope**

- 81% yield
- 75% yield
- 68% yield
- 58% yield

**Electron-Deficient Arene Scope**

- 77% yield
- 73% yield
- 66% yield
- 67% yield

---

**Category**

- Metal-Mediated Synthesis

**Key words**

- para-selective reaction
- ketonization
- vinyl ethers

**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

---

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