SUPPORTING INFORMATION

Elemental Analysis

Cmpd	Empirical Formula	Calculated C	Calculated H	Calculated N	Found C	Found H	Found N
1e	$C_{31}H_{30}N_2O_3$•1.23TFA	64.94	5.09	4.53	64.72	5.61	4.26
8	$C_{27}H_{28}N_2O_3$•2.15TFA	55.80	4.51	4.16	55.66	4.92	4.04

High Resolution Mass Spectral Analysis

Cmpd	Empirical Formula	Calculated $(M+H)^+$	Found
1a	$C_{26}H_{21}NO_4$	412.1549	412.1559
1b	$C_{26}H_{22}N_2O_3$	411.1709	411.1729
1c	$C_{29}H_{28}N_2O_3$	453.1578	453.1559
1d	$C_{28}H_{26}N_2O_3$	439.2022	439.2004
1e	$C_{31}H_{30}N_2O_3$	479.2335	479.2333
1f	$C_{30}H_{21}NO_4$.	460.1549	460.1547
1g	$C_{27}H_{20}F_3NO_4$	480.1423	480.1441
1h	$C_{26}H_{21}NO_4$	412.1549	412.1571
8	$C_{27}H_{28}N_2O_3$	429.2178	429.2179

Experimental Data for Compounds *1c-1h*

***N*-Isopropyl 3-(4-[(2-ethyl-7-hydroxy-3-phenyl-4-quinolinyl)oxyphenyl])-2-propenoamide (1c).** Compound **1c** (0.0253 g, 56% yield from **5a**; 98% purity) was prepared from *N*-isopropyl-

acrylamide (0.5 mmol) and **5a** (0.10 mmol) as described for compound **1b**: ^{1}H NMR (300 MHz, *CD$_3$OD*): δ 7.72 (d, 1H), 7.42 (m, 7H), 7.20 (m, 2H), 7.10 (m, 1H), 6.61 (d, 2H), 6.40 (d, 1H), 4.05 (m, 1H), 2.78 (q, 2H), 1.14 (m, 9H). LC/MS rt 4.19 min (Conditions I); MS $(M+H)^+$ 453.55.

***N,N*-Dimethyl 3-(4-[(2-ethyl-7-hydroxy-3-phenyl-4-quinolinyl)oxyphenyl])-2-propenoamide (1d).** Compound **1d** (0.0174 g, 40% yield from **5a**; 96% purity) was prepared from *N,N*-dimethyl-acrylamide (0.5 mmol) and **5a** (0.10 mmol) as described for compound **1b**: ^{1}H NMR (300 MHz, *CD$_3$OD*): δ 7.77 (d, 1H), 7.38 (m, 7H), 7.20 (m, 2H), 7.13 (m, 1H), 6.95 (d, 1H), 6.64 (d, 2H), 3.20 (s, 3H), 3.04 (s, 3H), 2.80 (q, 2H), 1.15 (t, 3H). LC/MS rt 3.45 min (Conditions II); MS $(M+H)^+$ 439.52.

***N*-Piperidinyl 3-(4-[(2-ethyl-7-hydroxy-3-phenyl-4-quinolinyl)oxyphenyl])-2-propenoamide (1e).** Compound **1e** (0.0268 g, 56% yield from **5a**; 96% purity) was prepared starting from *N*-piperidinyl-acrylamide (0.5 mmol) and **5a** (0.10 mmol) as described for **1b**: ^{1}H NMR (300 MHz, *CD$_3$OD*): δ 8.10 (d, 1H), 7.40 (m, 8H), 7.23 (m, 2H), 7.02 (d, 1H), 6.73 (d, 2H), 3.66 (m, 4H), 2.94 (q, 2H), 1.66 (m, 6H), 1.22 (t, 3H). LC/MS rt 3.77 min (Conditions I); MS $(M+H)^+$ 479.58.

3-(4-[(7-Hydroxy-2-phenyl-3-phenyl-4-quinolinyl)oxyphenyl])-2-propenoic acid (1f). Compound **1f** (0.0446 g, 10% yield from **4a**; 98% purity) was prepared starting from diphenylzinc (1 mmol) and compound **4a** (0.98 mmol) as described for **5a**, , and then was carried forward as described for **1a**: ^{1}H NMR (300 MHz, *DMSO-d$_6$*): δ 7.62 (d, 1H), 7.45, (d, 2H), 7.28 (m, 10H), 6.87 (s, 2H), 6.74 (d, 2H), 6.66 (s, 1H), 6.30 (d, 1H). LC/MS rt 4.10 min (Conditions I); MS $(M+H)^+$ 460.51.

3-(4-[(2-ethyl-7-hydroxy-3-(3-trifluoromethylphenyl)-4-quinolinyl)oxyphenyl])-2-propenoic acid (1g). Compound **1g** (0.0167 g, 6% yield from **2**; 99% purity) was prepared starting from diethyl 2-(3-trifluormethylphenyl)malonate (4.5 mmol) and compound **2** (4.5 mmol) as described for **3a**, , and then wascarried forward as described for **1a**: ^{1}H NMR (300 MHz, *CD$_3$OD*): δ 8.14 (d, 1H), 7.65 (d, 1H), 7.47 (m, 8H), 6.74 (d, 2H), 6.34 (d, 1H), 2.90 (q, 2H), 1.22 (t, 3H). LC/MS rt 3.93 min (Conditions I); MS $(M+H)^+$ 480.45.

3-(3-[(2-Ethyl-7-hydroxy-3-phenyl-4-quinolinyl)oxyphenyl])-2-propenoic acid (1h). Compound **1h** (0.009 g, 18% yield from 3-bromophenol; 99% purity) was prepared starting from 3-bromophenol (0.8 mmol) as described for **5a**, and then was carried forward as described for **1a**: ^{1}H NMR (300 MHz, *DMSO-d$_6$*): δ 7.57 (d, 1H), 7.43 (d, 1H), 7.36 (m, 10H), 6.69 (d, 1H), 6.41 (d, 1H), 2.68 (q, 2H), 1.14 (t, 3H). LC/MS rt 3.43 min (Conditions I); MS $(M+H)^+$ 412.56.