

Short Note

**2E,2'E-3,3'-(1,4-Phenylene)bis(1-(2,5-dimethylfuran-3-yl)prop-2-en-1-one**

**Abdullah M. Asiri**<sup>1,2,\*</sup> and **Salman A. Khan**<sup>1</sup>

<sup>1</sup> Chemistry Department, Faculty of Science, King Abdul Aziz University, P.O. Box 80203, Jeddah, Saudi Arabia

<sup>2</sup> The Center of Excellence for Advanced Materials Research, King Abdul Aziz University, Jeddah, P.O. Box 80203, Saudi Arabia

\* Author to whom correspondence should be addressed; E-Mail: aasiri2@kau.edu.sa; Tel.: +966 2 6952293; Fax: +966 2 6952292.

*Received: 8 July 2010 / Accepted: 14 September 2010 / Published: 15 September 2010*

---

**Abstract:** A bis-chalcone has been synthesized by reaction of 3-acetyl-2,5-dimethylfuran and terephthalaldehyde in ethanolic NaOH at room temperature: (2E,2'E)-3,3'-(1,4-phenylene)bis(1-(2,5-dimethylfuran-3-yl)prop-2-en-1-one) (**3**) was obtained in high yield. The structure of this compound was established by elemental analysis, IR, <sup>1</sup>H NMR, <sup>13</sup>C NMR and EI-MS spectral analysis.

**Keywords:** chalcone; terephthalaldehyde; 3-acetyl-2,5-dimethylfuran