We claim,

1. A method of inducing anti-tumorigenic effect on human cancer cells, said method comprising step of treating said cancer cells with effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene.
2. The method according to claim 1, wherein said human cancer cells are selected from group consisting of prostate carcinoma cells, ovarian carcinoma cells and pancreatic carcinoma cells.
3. A method of inhibiting the progression and metastasis of human cancer cell, said method comprising step of treating said cancer cell with effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene to bring about the effect of significant reduction in cell adhesion molecule expression thereby inhibiting cancer progression and metastasis.
4. The method according to claim 3 wherein the cell adhesion molecule is selected from group consisting of P-selectin, E-selectin and L-selectin.
5. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene in the manufacture of a medicament for inducing anti-tumorigenic effect on human cancer cells.
6. The use according to claim 5, said human cancer cells are selected from group consisting of prostate carcinoma cells, ovarian carcinoma cells and pancreatic carcinoma cells.
7. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene in the manufacture of a medicament for inhibiting progression and metastasis of human cancer cell by significant reduction in cell adhesion molecule expression.

8. The use according to claim 7, wherein the cell adhesion molecule is selected from group consisting of P-selectin, E-selectin and L-selectin.
9. (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for use in a method of treating pancreatic carcinoma.
10. (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for use in a method of treating ovarian carcinoma.
11. (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for use in a method of treating prostate carcinoma.
12. (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for use in treating cancer metastasis wherein (E)-1-(3', 4'-Dimethoxyphenyl) butadiene arrests metastasis by inhibiting the expression of cell adhesion molecules selected from group consisting of P-selectin, E-selectin and L-selectin.
13. Compositions comprising (E)-1-(3', 4'-Dimethoxyphenyl) butadiene in effective amounts for use in a method of treating pancreatic carcinoma.
14. Compositions comprising (E)-1-(3', 4'-Dimethoxyphenyl) butadiene in effective amounts for use in a method of treating ovarian carcinoma.
15. Compositions comprising (E)-1-(3', 4'-Dimethoxyphenyl) butadiene in effective amounts for use in a method of treating prostate carcinoma.
16. Compositions comprising (E)-1-(3', 4'-Dimethoxyphenyl) butadiene in effective amounts for use in a method of arresting cancer metastasis by inhibiting the expression of cell adhesion molecules selected from group consisting of P-selectin, E-selectin and L-selectin.
17. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) for the manufacture of a medicament for the treatment of pancreatic carcinoma.

18. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for the manufacture of a medicament for the treatment of ovarian carcinoma.
19. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for the manufacture of a medicament for the treatment of prostate carcinoma.
20. Use of an effective amount of (E)-1-(3', 4'-Dimethoxyphenyl) butadiene for the manufacture of a medicament for arresting cancer metastasis by inhibiting the expression of cell adhesion molecules selected from group consisting of P-selectin, E-selectin and L-selectin.