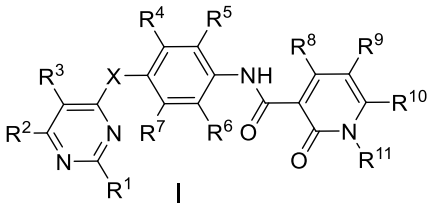
**CLAIMS**

1. A compound of Formula I:



I

wherein:

X is O or S;

$R^1$ is H;

$R^2$ and $R^3$ are independently selected from alkyl, CN, $CF_3$, O-alkyl, amino, NH-alkyl, S-alkyl, and halogen;

$R^4$, $R^5$, $R^6$, $R^7$, $R^8$, $R^9$ and $R^{10}$ are each independently selected from the group consisting of H, alkyl, alkyl-$R^{12}$, aryl, aryl-$R^{12}$, aralkyl, aralkyl-$R^{12}$, alicyclic, heterocyclic, halogen, $NO_2$, CN, $CF_3$, O-$CF_3$, OH, O-alkyl, $COR^{12}$, $COOR^{12}$, O-aryl, O-$R^{12}$, amino, NH-alkyl, NH-aryl, N-$(alkyl)_2$, N-$(aryl)_2$, N-(alkyl)(aryl), NH-$R^{12}$, NH-alkyl-N$(alkyl)_2$, N-$(R^{12})(R^{13})$, N-(alkyl)$(R^{12})$, N-(aryl)$(R^{12})$, COOH, $CONH_2$, CONH-alkyl, CONH-aryl, CONH-alicyclic, CON-(alkyl)$(R^{12})$, CON(aryl)$(R^{12})$, CONH-$R^{12}$, CON-$(R^{12})(R^{13})$, S-alkyl, $SO_3H$, $SO_2$-alkyl, $SO_2$-alkyl-$R^{12}$, $SO_2$-aryl, $SO_2$-aryl-$R^{12}$, $SO_2NH_2$, $SO_2$NH-$R^{12}$, $SO_2$N-$(R^{12})(R^{13})$, CO-alkyl, CO-alkyl-$R^{12}$, CO-aryl and CO-aryl-$R^{12}$, wherein said alkyl, aryl, aralkyl, alicyclic and heterocyclic groups may be optionally substituted with one or more groups selected from $C_{1\text{-}6}$ alkyl, O-$C_{1\text{-}6}$ alkyl, CN, OH, $NH_2$, COOH, $CONH_2$, $CF_3$, $OCF_3$ and halogen; wherein $R^{12}$ and $R^{13}$ are independently selected from COOH, $SO_3H$, $OSO_3H$, $SONHCH_3$, $SONHCH_2CH_3$, $SO_2CH_3$, $SO_2CH_2CH_3$, $PO_3H_2$ and $OPO_3H_2$, mono-, di- and poly-hydroxylated alicyclic groups, di- or poly-hydroxylated aliphatic or aryl groups, and N-, O- and/or S-containing heterocyclic groups optionally substituted with one or more $C_{1\text{-}6}$ alkyl, hydroxyl, carbonyl, amino or alkoxy groups, wherein the N-, O- and/or S-containing heterocyclic groups may optionally be linked to the rest of the compound through an alkyl, amine, alkoxy or ketone bridge; and

$R^{11}$ is phenyl substituted with a halogen;

or a pharmaceutically acceptable salt or solvate thereof.

2. A compound according to claim 1, wherein $R^2$ is $C_{1\text{-}3}$ alkyl or $NH_2$.

3. A compound according to claim 1 or 2, wherein $R^3$ is $C_{1\text{-}3}$ alkyl, O-alkyl or halogen.

4. A compound according to any one of claims 1 to 3, wherein $R^4$, $R^5$, $R^6$ and $R^7$ are independently selected from the group consisting of H, $C_{1-6}$ alkyl, CN, $CF_3$, $NH_2$, O- $C_{1-6}$ alkyl, NH- $C_{1-6}$ alkyl, S- $C_{1-6}$ alkyl, and halogen.

5. A compound according to claim 4, wherein $R^4$, $R^5$, $R^6$ and $R^7$ are independently selected from H and halogen.

6. A compound according to any one of claims 1 to 5, wherein at least one of $R^4$, $R^5$, $R^6$ and $R^7$ is H.

7. A compound according to any one of claims 1 to 5, wherein one or two of $R^4$, $R^5$, $R^6$ and $R^7$ are halogen.

8. A compound according to claim 4, wherein $R^4$, $R^5$, $R^6$ and $R^7$ are all H.

9. A compound according to any one of claims 1 to 8, wherein $R^8$, $R^9$ and $R^{10}$ are independently selected from the group consisting of H, $C_{1-6}$ alkyl, CN, $CF_3$, $NH_2$, O- $C_{1-6}$ alkyl, NH- $C_{1-6}$ alkyl, S-$C_{1-6}$ alkyl, and halogen.

10. A compound according to any one of claims 1 to 9, wherein $R^8$ is H, $C_{1-3}$ alkyl or O-$C_{1-3}$ alkyl.

11. A compound according to any one of claims 1 to 10, wherein at least one of $R^9$ and $R^{10}$ is H.

12. A compound according to any one of claims 1 to 11, wherein $R^{11}$ is fluorophenyl.

13. A compound of claim 1 selected from the group consisting of:
N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)-3-fluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide
N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)-3-fluorophenyl)-4-ethoxy-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide
N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)-3-fluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide
N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)phenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide
N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)-2-fluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide
N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)phenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)-2-fluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)-2,3-difluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)-2,3-difluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)-2-fluorophenyl)-2-oxo-1-(p-tolyl)-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)-2,5-difluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)-2,5-difluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)-3-chlorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)-3-chlorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)-3-fluorophenyl)-4-ethoxy-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)-2-fluorophenyl)-4-ethoxy-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)-2-fluorophenyl)-4-ethoxy-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-chloropyrimidin-4-yl)oxy)-2-fluorophenyl)-1-(4-chlorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)-3-fluorophenyl)-1-(4-chlorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-fluoropyrimidin-4-yl)oxy)-3-fluorophenyl)-2-oxo-1-(p-tolyl)-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-chloropyrimidin-4-yl)amino)-3-fluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide

N-(4-((6-amino-5-chloropyrimidin-4-yl)thio)-2-fluorophenyl)-1-(4-fluorophenyl)-2-oxo-1,2-dihydropyridine-3-carboxamide.

14. Use of a compound according to any one of claims 1 to 13, or a pharmaceutically acceptable salt or solvate thereof, in the manufacture of a medicament for treating cancer or another proliferative cell disease or condition.

15. A pharmaceutical composition or medicament comprising a compound according to any one of claims 1 to 13, or a pharmaceutically acceptable salt or solvate thereof, and a pharmaceutically acceptable carrier, diluent and/or excipient.