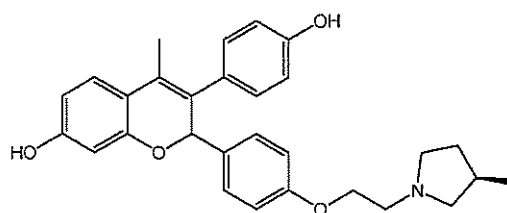


WHAT IS CLAIMED IS:

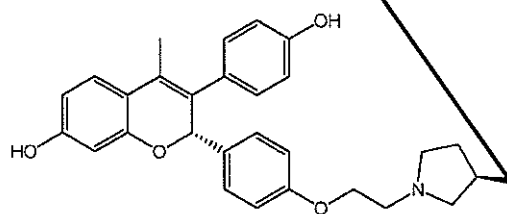
1. The compound 3-(4-hydroxyphenyl)-4-methyl-2-(4-{2-[(3R)-3-methylpyrrolidin-1-yl]ethoxy}phenyl)-2H-chromen-7-ol, which has the chemical structure:



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or a salt thereof.

2. The compound (2S)-3-(4-hydroxyphenyl)-4-methyl-2-(4-{2-[(3R)-3-methylpyrrolidin-1-yl]ethoxy}phenyl)-2H-chromen-7-ol which has the chemical structure:

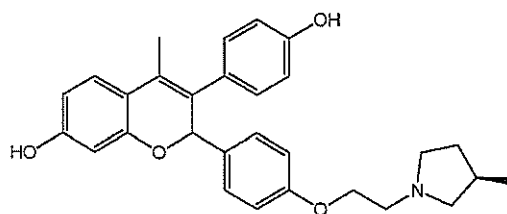


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or a salt thereof.

3. The compound 3-(4-hydroxyphenyl)-4-methyl-2-(4-{2-[(3R)-3-methylpyrrolidin-1-yl]ethoxy}phenyl)-2H-chromen-7-ol, which has the chemical structure:

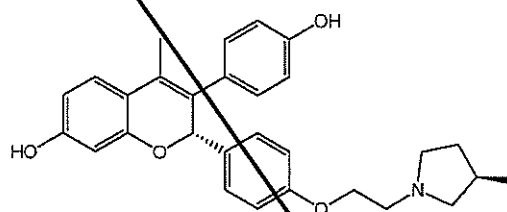
92



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in the form of a solvate, hydrate, or N-oxide.

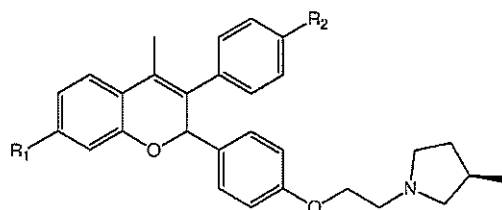
4. The compound (2S)-3-(4-hydroxyphenyl)-4-methyl-2-(4-{2-[(3R)-3-methylpyrrolidin-1-yl]ethoxy}phenyl)-2H-chromen-7-ol, which has the chemical structure:



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in the form of a solvate, hydrate, or N-oxide.

5. The compound of claim 1 wherein the salt is pharmaceutically acceptable.
 6. The compound of claim 2 wherein the salt is pharmaceutically acceptable.
 7. The compound of claim 1 which is not in the form of a salt.
 8. The compound of claim 2 which is not in the form of a salt.
 9. A compound of the structure:



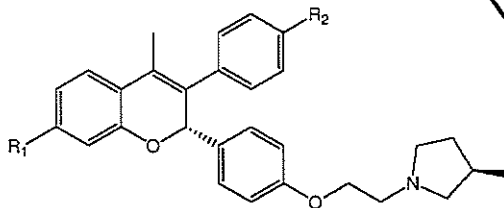
wherein R¹ and R² are independently either:

- (ii) R^9 which is independently selected from H, halogen (Cl, Br, I or F), natural or non-naturally occurring amino acid (bound through either the $OC(O)-$ or $C(O)O-$ (an ester) or the amino (through either $-C(O)-N-$ or $-N-C(O)-$ (an amide linkage)), R^{10} , $-OR^{10}$, or $-SR^{10}$

where R^{10} is $-C(=O)R^{C1}$, $-C(=O)OR^{C1}$, $-C(=O)SR^{C1}$, $-C(=O)N(R^{C1})_2$; or polyethylene glycol, substituted or unsubstituted alkyl, substituted or unsubstituted alkenyl, substituted or unsubstituted alkynyl, substituted or unsubstituted carbocyclyl, substituted or unsubstituted heterocyclyl, substituted or unsubstituted aryl, or substituted or unsubstituted heteroaryl; $-S(=O)_2R^{C1}$, $-S(=O)_2OR^{C1}$, $-S(=O)R^{C1}$, $-S(=O)OR^{C1}$, $-P(=O)_2R^{C1}$, $-P(=O)_2OR^{C1}$, $-P(=O)(OR^{C1})_2$, $-P(=O)(R^{C1})_2$, or $-P(R^{C1})(OR^{C1})$; or oxygen attached to an oxygen protecting group (to produce OH on administration), sulfur attached to a sulfur protecting group (to produce SH or a disulfide on administration), or nitrogen attached to a nitrogen protecting group (to produce $-NH-$ on administration); and R^{C1} can be independently selected from hydrogen, polyethylene glycol, substituted or unsubstituted alkyl, substituted or unsubstituted alkenyl, substituted or unsubstituted alkynyl, substituted or unsubstituted carbocyclyl, substituted or unsubstituted heterocyclyl, substituted or unsubstituted aryl, or substituted or unsubstituted heteroaryl, or two R^{C1} groups are joined to form an substituted or unsubstituted heterocyclic ring.

or its pharmaceutically acceptable salt.

10. A compound of the structure:



wherein R^1 and R^2 are independently either:

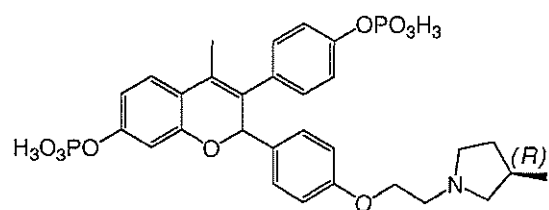
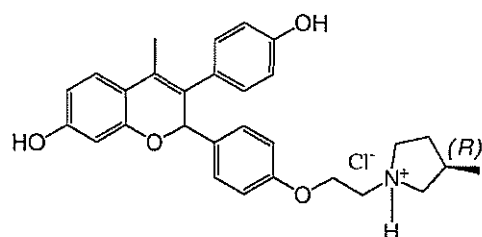
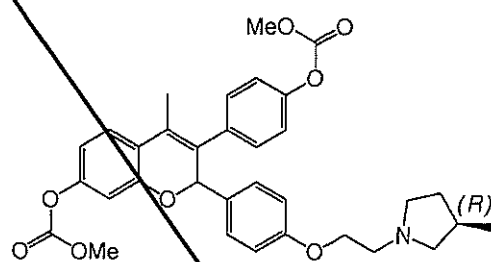
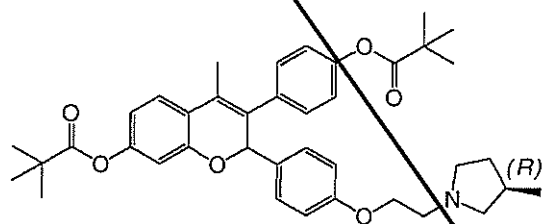
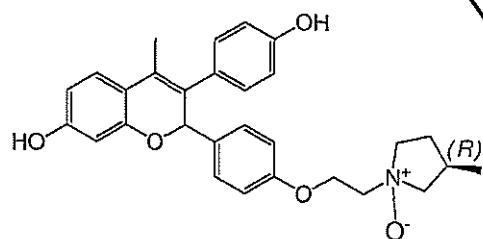
R^9 which is independently selected from H, halogen (Cl, Br, I or F), natural or non-naturally occurring amino acid (bound through either the OC(O)- or C(O)O- (an ester) or the amino (through either -C(O)-N- or -N-C(O)- (an amide linkage)), R^{10} , -OR¹⁰, or -SR¹⁰

where R^{10} is -C(=O)R^{C1}, -C(=O)OR^{C1}, -C(=O)SR^{C1}, -C(=O)N(R^{C1})₂; or polyethylene glycol, substituted or unsubstituted alkyl, substituted or unsubstituted alkenyl, substituted or unsubstituted alkynyl, substituted or unsubstituted carbocyclyl, substituted or unsubstituted heterocyclyl, substituted or unsubstituted aryl, or substituted or unsubstituted heteroaryl; -S(=O)₂R^{C1}, -S(=O)₂OR^{C1}, -S(=O)R^{C1}, -S(=O)OR^{C1}, -P(=O)₂R^{C1}, -P(=O)₂OR^{C1}, -P(=O)(OR^{C1})₂, -P(=O)(R^{C1})₂, or -P(R^{C1})(OR^{C1}); or oxygen attached to an oxygen protecting group (to produce OH on administration), sulfur attached to a sulfur protecting group (to produce SH or a disulfide on administration), or nitrogen attached to a nitrogen protecting group (to produce -NH- on administration); and R^{C1} can be independently selected from hydrogen, polyethylene glycol, substituted or unsubstituted alkyl, substituted or unsubstituted alkenyl, substituted or unsubstituted alkynyl, substituted or unsubstituted carbocyclyl, substituted or unsubstituted heterocyclyl, substituted or unsubstituted aryl, or substituted or unsubstituted heteroaryl, or two R^{C1} groups are joined to form an substituted or unsubstituted heterocyclic ring.

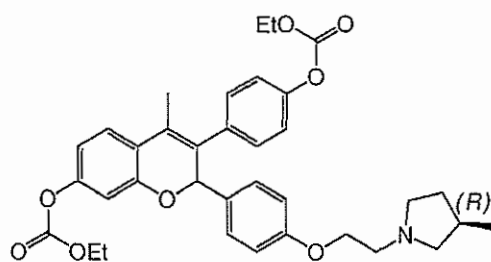
or its pharmaceutically acceptable salt.

11. The compound of claim 9, wherein R₁ and R₂ are -OR₉.
12. The compound of claim 10, wherein R₁ and R₂ are -OR₉.
13. The compound of claim 9, wherein R₁ is hydrogen.
14. The compound of claim 10, wherein R₁ is hydrogen.
15. The compound of claim 11, wherein -OR₉ is C(O)alkyl.
16. The compound of claim 12, wherein -OR₉ is C(O)alkyl.
17. The compound of claim 11, wherein -OR₉ is C(O)aryl.
18. The compound of claim 12, wherein -OR₉ is C(O)aryl.
19. The compound of claim 11, wherein -OR₉ is OPO₃H₃.
20. The compound of claim 12, wherein -OR₉ is OPO₃H₃.
21. The compound of claim 9, selected from

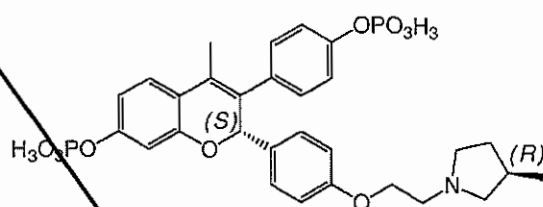
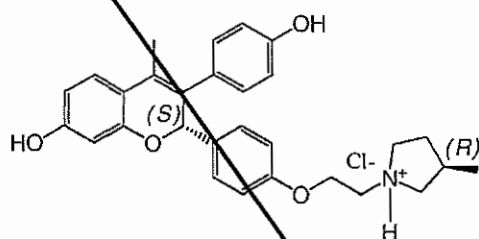
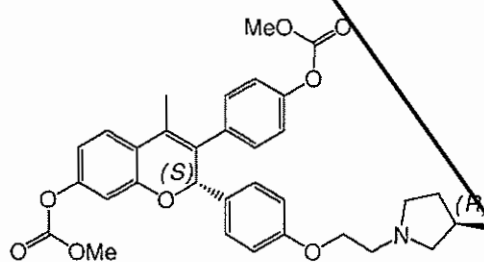
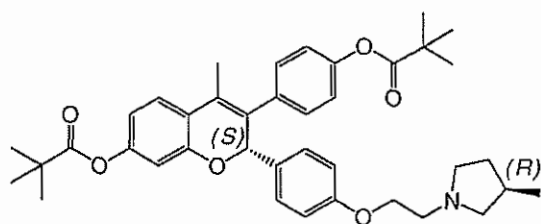
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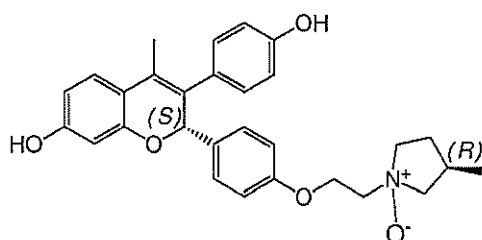
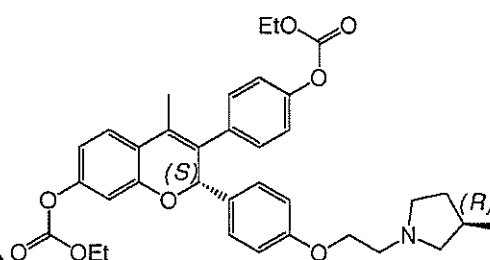
96



22. The compound of claim 10, selected from



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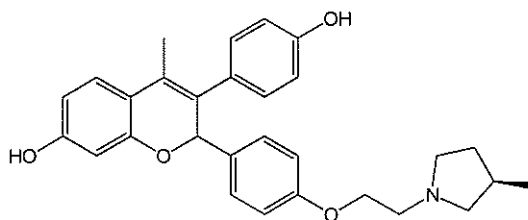
23. A pharmaceutical composition comprising a pharmaceutically effective amount of the compound of claim 1 in a pharmaceutically acceptable carrier.
24. A pharmaceutical composition comprising a pharmaceutically effective amount of the compound of claim 2 in a pharmaceutically acceptable carrier.
25. A pharmaceutical composition comprising a pharmaceutically effective amount of the compound of claim 3, 5, 7, 9, 11, 13, 15, 17, or 19 in a pharmaceutically acceptable carrier.
26. A pharmaceutical composition comprising a pharmaceutically effective amount of the compound of claim 4, 6, 8, 10, 12, 14, 16, 18 or 20 in a pharmaceutically acceptable carrier.
27. The pharmaceutical composition of Claim 21 wherein the carrier is suitable for oral delivery.
28. The pharmaceutical composition of claim 22 wherein the carrier is suitable for oral delivery.
29. A method for treating a disorder mediated by the estrogen receptor in a patient, which comprises administering to the patient a therapeutically effective amount of the compound of claim 1, optionally in a pharmaceutically acceptable carrier
30. A method for treating a disorder mediated by the estrogen receptor in a patient, which comprises administering to the patient a therapeutically effective amount of the compound of claim 2, optionally in a pharmaceutically acceptable carrier.

31. A method for treating a disorder mediated by the estrogen receptor in a patient, which comprises administering to the patient a therapeutically effective amount of the compound of claim 3, 5, 7, 9, 11, 13, 15, 17, or 19, optionally in a pharmaceutically acceptable carrier
32. A method for treating a disorder mediated by the estrogen receptor in a patient, which comprises administering to the patient a therapeutically effective amount of the compound of claim 4, 6, 8, 10, 12, 14, 16, 18 or 20, optionally in a pharmaceutically acceptable carrier.
33. The method of claim 27, wherein the disorder is breast cancer.
34. The method of claim 28, wherein the disorder is breast cancer.
35. The method of claim 29, wherein the disorder is breast cancer.
36. The method of claim 30, wherein the disorder is breast cancer.
37. The method of claim 27, wherein the disorder is selected from the group consisting of ovarian, endometrial, or vaginal cancer, endometriosis or lung cancer.
38. The method of claim 28, wherein the disorder is selected from the group consisting of ovarian, endometrial, or vaginal cancer, endometriosis or lung cancer.
39. The compound of claim 1 for use in medical therapy.
40. The compound of claim 2 for use in medical therapy.
41. The compound of claim 3, 5, 7, 9, 11, 13, 15, 17, or 19, for use in medical therapy.
42. The compound of claim 4, 6, 8, 10, 12, 14, 16, 18 or 20, for use in medical therapy.
43. The method of claim 29, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
44. The method of claim 30, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
45. The method of claim 31, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
46. The method of claim 32, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
47. The method of claim 29, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.
48. The method of claim 30, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.

49. The method of claim 31, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder another anti-cancer agent.
50. The method of claim 32, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.

WHAT IS CLAIMED IS:

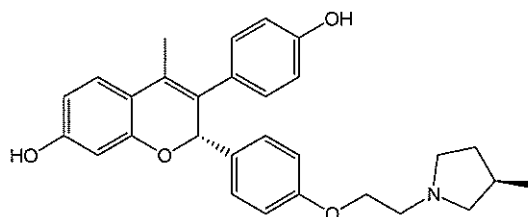
1. A compound 3-(4-hydroxyphenyl)-4-methyl-2-(4-{2-[(3R)-3-methylpyrrolidin-1-yl]ethoxy}phenyl)-2H-chromen-7-ol, which has the chemical structure:



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or a salt thereof.

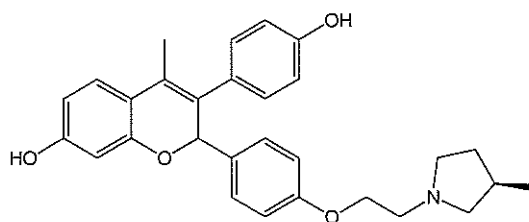
2. A compound (2S)-3-(4-hydroxyphenyl)-4-methyl-2-(4-{2-[(3R)-3-methylpyrrolidin-1-yl]ethoxy}phenyl)-2H-chromen-7-ol, which has the chemical structure:



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or a salt thereof.

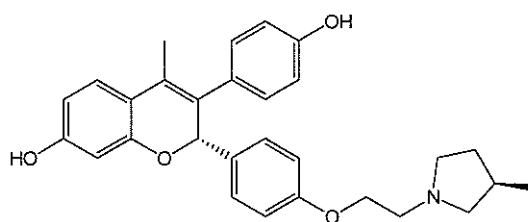
3. A compound 3-(4-hydroxyphenyl)-4-methyl-2-(4-{2-[(3R)-3-methylpyrrolidin-1-yl]ethoxy}phenyl)-2H-chromen-7-ol, which has the chemical structure:



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in the form of a solvate, hydrate, or N-oxide.

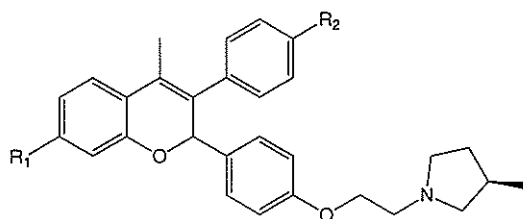
4. A compound (2S)-3-(4-hydroxyphenyl)-4-methyl-2-(4-{2-[(3R)-3-methylpyrrolidin-1-yl]ethoxy}phenyl)-2H-chromen-7-ol, which has the chemical structure:



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in the form of a solvate, hydrate, or N-oxide.

5. The compound of claim 1 wherein the salt is pharmaceutically acceptable.
6. The compound of claim 2 wherein the salt is pharmaceutically acceptable.
7. The compound of claim 1 which is not in the form of a salt.
8. The compound of claim 2 which is not in the form of a salt.
9. A compound of the structure:

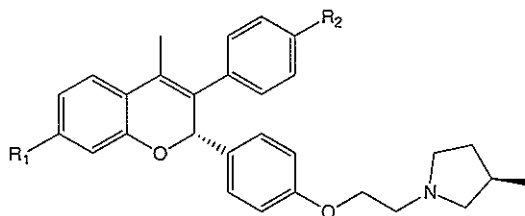


wherein R_1 and R_2 are independently H, halogen, natural or non-naturally occurring amino acid (bound through either the $OC(O)-$ or $C(O)O-$ (an ester) or the amino (through either $-C(O)-N-$ or $-N-C(O)-$ (an amide linkage)), R^{10} , $-OR^{10}$, or $-SR^{10}$

where R^{10} is $-C(=O)R^{C1}$, $-C(=O)OR^{C1}$, $-C(=O)SR^{C1}$, $-C(=O)N(R^{C1})_2$; or polyethylene glycol, substituted or unsubstituted alkyl, substituted or unsubstituted alkenyl, substituted or unsubstituted alkynyl, substituted or unsubstituted carbocyclyl, substituted or unsubstituted heterocyclyl, substituted or unsubstituted aryl, or substituted or unsubstituted heteroaryl; $-S(=O)_2R^{C1}$, $-S(=O)_2OR^{C1}$, $-S(=O)R^{C1}$, $-S(=O)OR^{C1}$, $-P(=O)_2R^{C1}$, $-P(=O)_2OR^{C1}$, $-P(=O)(OR^{C1})_2$, $-P(=O)(R^{C1})_2$, $-P(R^{C1})(OR^{C1})$ or OPO_3H_3 ; or oxygen attached to an oxygen protecting group (to produce OH on administration), sulfur attached to a sulfur protecting group (to produce SH or a disulfide on administration), or nitrogen attached to a nitrogen protecting group (to produce -NH- on administration); and R^{C1} can be independently selected from hydrogen, polyethylene glycol, substituted or unsubstituted alkyl, substituted or unsubstituted alkenyl, substituted or unsubstituted alkynyl, substituted or unsubstituted carbocyclyl, substituted or unsubstituted heterocyclyl, substituted or unsubstituted aryl, or substituted or unsubstituted heteroaryl, or two R^{C1} groups are joined to form an substituted or unsubstituted heterocyclic ring,

or its pharmaceutically acceptable salt.

10. A compound of the structure:

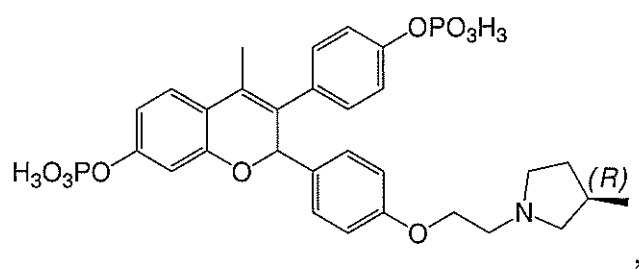
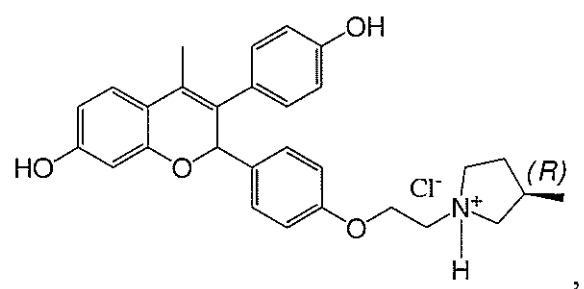
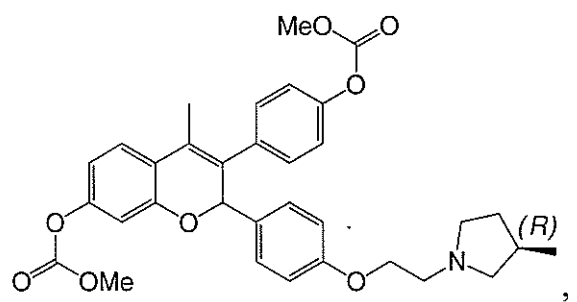
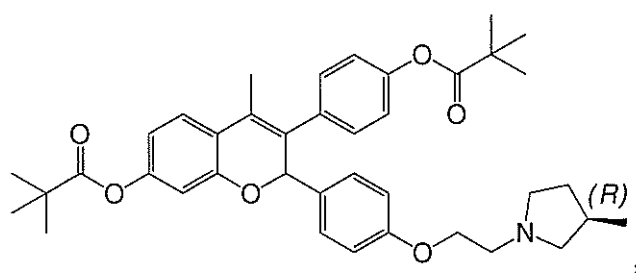
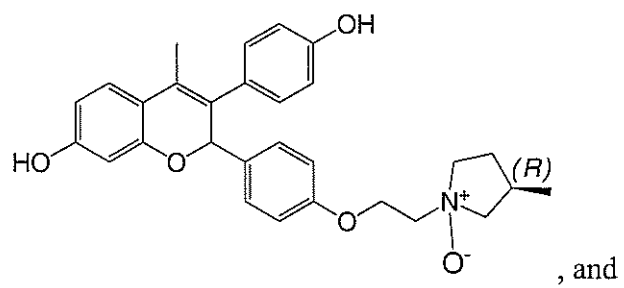


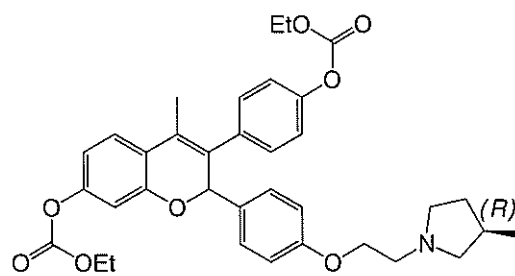
wherein R_1 and R_2 are independently H, halogen, natural or non-naturally occurring amino acid (bound through either the $OC(O)-$ or $C(O)O-$ (an ester) or the amino (through either $-C(O)-N-$ or $-N-C(O)-$ (an amide linkage)), R^{10} , $-OR^{10}$, or $-SR^{10}$ where R^{10} is $-C(=O)R^{C1}$, $-C(=O)OR^{C1}$, $-C(=O)SR^{C1}$, $-C(=O)N(R^{C1})_2$; or polyethylene glycol, substituted or unsubstituted alkyl, substituted or unsubstituted alkenyl, substituted or unsubstituted alkynyl, substituted or

unsubstituted carbocyclyl, substituted or unsubstituted heterocyclyl, substituted or unsubstituted aryl, or substituted or unsubstituted heteroaryl; $-S(=O)_2R^{C1}$, $-S(=O)_2OR^{C1}$, $-S(=O)R^{C1}$, $-S(=O)OR^{C1}$, $-P(=O)_2R^{C1}$, $-P(=O)_2OR^{C1}$, $-P(=O)(OR^{C1})_2$, $-P(=O)(R^{C1})_2$, $-P(R^{C1})(OR^{C1})$ or OPO_3H_3 ; or oxygen attached to an oxygen protecting group (to produce OH on administration), sulfur attached to a sulfur protecting group (to produce SH or a disulfide on administration), or nitrogen attached to a nitrogen protecting group (to produce -NH- on administration); and R^{C1} can be independently selected from hydrogen, polyethylene glycol, substituted or unsubstituted alkyl, substituted or unsubstituted alkenyl, substituted or unsubstituted alkynyl, substituted or unsubstituted carbocyclyl, substituted or unsubstituted heterocyclyl, substituted or unsubstituted aryl, or substituted or unsubstituted heteroaryl, or two R^{C1} groups are joined to form an substituted or unsubstituted heterocyclic ring,

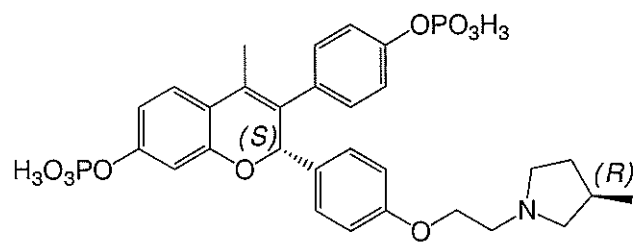
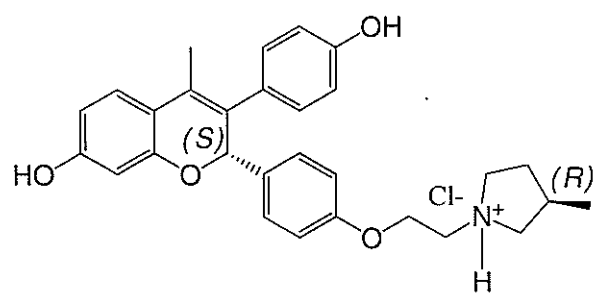
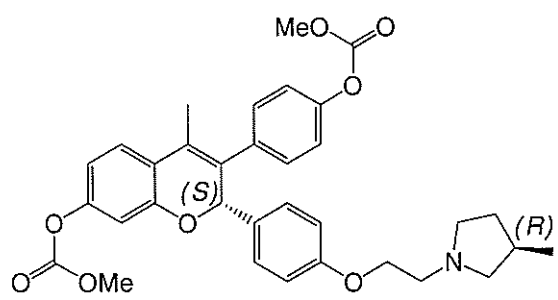
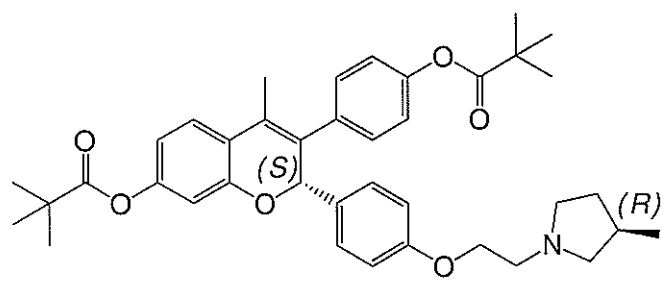
or its pharmaceutically acceptable salt.

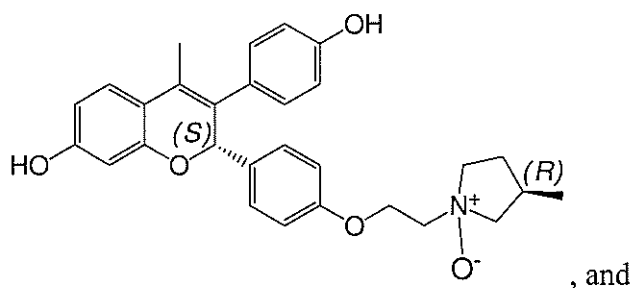
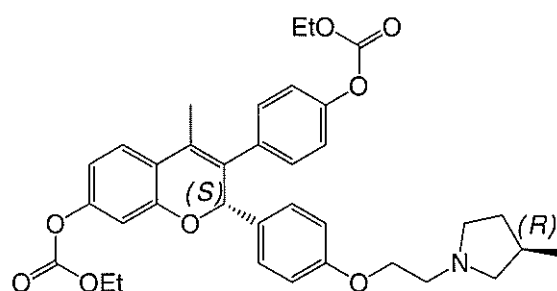
11. The compound of claim 9, wherein R_1 and R_2 are $-OR^{10}$.
12. The compound of claim 10, wherein R_1 and R_2 are $-OR^{10}$.
13. The compound of claim 9, wherein R_1 is hydrogen.
14. The compound of claim 10, wherein R_1 is hydrogen.
15. The compound of claim 11, wherein $-OR^{10}$ is $-O-C(=O)$ -substituted or unsubstituted alkyl.
16. The compound of claim 12, wherein $-OR^{10}$ is $-O-C(=O)$ -substituted or unsubstituted alkyl.
17. The compound of claim 11, wherein $-OR^{10}$ is $-O-C(=O)$ -substituted or unsubstituted aryl.
18. The compound of claim 12, wherein $-OR^{10}$ is $-O-C(=O)$ -substituted or unsubstituted aryl.
19. The compound of claim 11, wherein $-OR^{10}$ is OPO_3H_3 .
20. The compound of claim 12, wherein $-OR^{10}$ is OPO_3H_3 .
21. The compound of claim 9, selected from the group consisting of:





22. The compound of claim 10, selected from the group consisting of:





23. A pharmaceutical composition comprising a pharmaceutically effective amount of the compound of claim 1 in a pharmaceutically acceptable carrier.
24. A pharmaceutical composition comprising a pharmaceutically effective amount of the compound of claim 2 in a pharmaceutically acceptable carrier.
25. A pharmaceutical composition comprising a pharmaceutically effective amount of the compound of claim 3, 5, 7, 9, 11, 13, 15, 17, or 19 in a pharmaceutically acceptable carrier.
26. A pharmaceutical composition comprising a pharmaceutically effective amount of the compound of claim 4, 6, 8, 10, 12, 14, 16, 18 or 20 in a pharmaceutically acceptable carrier.
27. The pharmaceutical composition of claim 25 wherein the carrier is suitable for oral delivery.
28. The pharmaceutical composition of claim 26 wherein the carrier is suitable for oral delivery.
29. A compound of claim 1, or a salt thereof, that is effective in treating a disorder mediated by the estrogen receptor, for use in the treatment of a disorder mediated by the estrogen receptor in a patient.

30. A compound of claim 2, or a salt thereof, that is effective in treating a disorder mediated by the estrogen receptor, for use in the treatment of a disorder mediated by the estrogen receptor in a patient.
31. A compound of claim 3, 5, 7, 9, 11, 13, 15, 17, or 19, that is effective in treating a disorder mediated by the estrogen receptor, for use in the treatment of a disorder mediated by the estrogen receptor in a patient.
32. A compound of claim 4, 6, 8, 10, 12, 14, 16, 18 or 20, that is effective in treating a disorder mediated by the estrogen receptor, for use in the treatment of a disorder mediated by the estrogen receptor in a patient.
33. The use of claim 29, wherein the disorder is breast cancer.
34. The use of claim 30, wherein the disorder is breast cancer.
35. The use of claim 31, wherein the disorder is breast cancer.
36. The use of claim 32, wherein the disorder is breast cancer.
37. The use of claim 29, wherein the disorder is selected from the group consisting of ovarian, endometrial, or vaginal cancer, endometriosis or lung cancer.
38. The use of claim 30, wherein the disorder is selected from the group consisting of ovarian, endometrial, or vaginal cancer, endometriosis or lung cancer.
39. The compound of claim 1 for use in medical therapy.
40. The compound of claim 2 for use in medical therapy.
41. The compound of claim 3, 5, 7, 9, 11, 13, 15, 17, or 19, for use in medical therapy.
42. The compound of claim 4, 6, 8, 10, 12, 14, 16, 18 or 20, for use in medical therapy.
43. The use of claim 29, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
44. The use of claim 30, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
45. The use of claim 31, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
46. The use of claim 32, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
47. The use of claim 29, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.

48. The use of claim 30, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.
49. The use of claim 31, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.
50. The use of claim 32, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.
51. Use of a compound of claim 1, or a salt thereof, that is effective in treating a disorder mediated by the estrogen receptor, in the manufacture of a medicament for the treatment of a disorder mediated by the estrogen receptor in a patient.
52. Use of a compound of claim 2, or a salt thereof, that is effective in treating a disorder mediated by the estrogen receptor, in the manufacture of a medicament for the treatment of a disorder mediated by the estrogen receptor in a patient.
53. Use of a compound of claim 3, 5, 7, 9, 11, 13, 15, 17, or 19, that is effective in treating a disorder mediated by the estrogen receptor, in the manufacture of a medicament for the treatment of a disorder mediated by the estrogen receptor in a patient.
54. Use of a compound of claim 4, 6, 8, 10, 12, 14, 16, 18 or 20, that is effective in treating a disorder mediated by the estrogen receptor, in the manufacture of a medicament for the treatment of a disorder mediated by the estrogen receptor in a patient.
55. The use of claim 51, wherein the disorder is breast cancer.
56. The use of claim 52, wherein the disorder is breast cancer.
57. The use of claim 53, wherein the disorder is breast cancer.
58. The use of claim 54, wherein the disorder is breast cancer.
59. The use of claim 51, wherein the disorder is selected from the group consisting of ovarian, endometrial, or vaginal cancer, endometriosis or lung cancer.
60. The use of claim 52, wherein the disorder is selected from the group consisting of ovarian, endometrial, or vaginal cancer, endometriosis or lung cancer.
61. The use of claim 51, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.

62. The use of claim 52, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
63. The use of claim 53, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
64. The use of claim 54, further comprising administering the compound in combination or alternation with another anti-cancer agent for the treatment of cancer.
65. The use of claim 51, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.
66. The use of claim 52, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.
67. The use of claim 53, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.
68. The use of claim 54, further comprising administering the compound in combination or alternation with estrogen or a partial estrogen receptor antagonist for the treatment of a postmenopausal disorder.