# CREB1 (phospho S133) Transcription Factor Assay Kit

**Cat. No.** Kit-0262 **Lot. No.** (See product label)

## SPECIFICATION

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| **Product Overview** | CREB1 (phospho S133) Transcription Factor Assay Kit is a colorimetric method for determining CREB1 DNA binding activity. |
| **Description** | Cyclic AMP response element-binding protein (CREB) belongs to a large family of structurally related transcription factors called bZIP and includes AFT1-4, c-Fos, c-Myc, c-Jun, and C/EBP. These basic region leucine zipper (bZIP) transcription factors have a DNA-binding domain and a dimerization domain that contains the leucine zipper motif. CREB proteins recognize and bind to the cAMP-responsive element promoter (CRE) site and regulate transcription of many downstream genes that play important roles in metabolic regulation, depression, and in signaling pathways that enable long term memory. |
| **Usage** | For research use only (RUO) |
| **Storage** | This kit will perform as specified if stored as directed and used before the expiration date indicated on the outside of the box.Component StorageTranscription Factor Binding Assay Buffer (4X) 4°CTranscription Factor Reagent A -20°CTF CREB (Phospho-Ser133) Positive Control -80°CTranscription Factor Antibody Binding Buffer (10X) 4°C TF CREB (Phospho-Ser133) Primary Antibody -20°CWash Buffer Concentrate (400X) RTPolysorbate 20 RTTF CREB (Phospho-Ser133) Competitor dsDNA -20°CTranscription Factor Goat Anti-Rabbit HRP Conjugate -20°CTF CREB (Phospho-Ser133) 96-Well Strip Plate 4°C96-Well Cover Sheets RTTranscription Factor Developing Solution 4°CTranscription Factor Stop Solution RTKit components may be stored at -20°C prior to use. For long term storage, the Positive Control |

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| | should be thawed on ice, aliquoted at 25 µL/vial, and stored at -80°C. After opening kit, we recommend each kit component be stored according to the temperature listed above. |
| **Kit Components** | Transcription Factor Binding Assay Buffer (4X) 1 vialTranscription Factor Reagent A 1 vialTF CREB (Phospho-Ser133) Positive Control 1 vialTranscription Factor Antibody Binding Buffer (10X) 1 vialTF CREB (Phospho-Ser133) Primary Antibody 1 vialWash Buffer Concentrate (400X) (5 mL) 1 vialPolysorbate 20 1 vialTF CREB (Phospho-Ser133) Specific Competitor dsDNA 1 vialTranscription Factor Goat Anti-Rabbit HRP Conjugate 1 vialTF CREB (Phospho-Ser133) 96-Well Strip Plate 1 plate96-Well Cover Sheets 1 coverTranscription Factor Developing Solution 1 vialTranscription Factor Stop Solution 1 vial |

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