

## CREB Polyclonal Antibody

<b>CATALOG NO:</b>	3360R-30T	30 µg (Trial size)
	3360R-100	100 µg
<b>HOST:</b>	Rabbit	
<b>IMMUNOGEN:</b>	Synthetic peptide surrounding amino acid 109 of rat CREB (ID# BV-C39)	
<b>SPECIES REACTIVITY:</b>	Human, mouse, rat	

**FORMULATION:**

0.5 mg/ml purified rabbit polyclonal antibody in phosphate-buffered saline (PBS) containing 30% glycerol, 0.5% BSA and 0.01% thimerosal.

**STORAGE CONDITIONS:**

Store at -20°C. For long term storage, aliquot and freeze at -70°C. Avoid repeated freeze/defrost cycles.

**DESCRIPTION:**

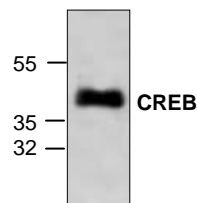
Transcription factor CREB binds the cAMP response element (CRE) and activates transcription in response to a variety of extracellular signals including neurotransmitters, hormones, membrane depolarization, and growth or neurotrophic factors. Protein kinase A and the calmodulin-dependent protein kinase CaMKII stimulate CREB phosphorylation at Ser133, a key regulatory site controlling transcriptional activity. Phosphorylation at Ser133 is also mediated by p44/42 MAP kinase, p90RSK, p38 MAP kinase and MSK1. CREB appears to play an important role in learning and memory in both flies and mice.

**SPECIFICITY:**

The antibody recognizes 43 kDa CREB from samples of human, mouse and rat origins.

**APPLICATION:**

The antibody can be used in Western blotting (0.5-4 µg/ml) and immunohistochemistry (5 µg/ml). However, the optimal concentrations should be determined individually. Blocking peptide (Cat. # 3360BP-50) is available separately.



**Cat. #: 3360R-100**  
Western blot analysis of  
CREB in 3T3 cell lysate.

**FOR RESEARCH USE ONLY! Not to be used on humans.**

**RELATED PRODUCTS:**

## Apoptosis Detection Kits &amp; Reagents

- Annexin V Kits & Bulk Reagents
- Caspase Assay Kits & Reagents
- Mitochondrial Apoptosis Kits & Reagents
- Nuclear Apoptosis Kits & Reagents
- Apoptosis Inducers and Set
- Apoptosis siRNA Vectors

## Cell Fractionation System

- Mitochondria/Cytosol Fractionation Kit
- Nuclear/Cytosol Fractionation Kit
- Membrane Protein Extraction Kit
- Cytosol/Particulate Rapid Separation Kit
- Mammalian Cell Extraction Kit
- FractionPREP Fractionation System

## Cell Proliferation &amp; Senescence

- Quick Cell Proliferation Assay Kit
- Senescence Detection Kit
- High Throughput Apoptosis/Cell Viability Assay Kits
- LDH-Cytotoxicity Assay Kit
- Bioluminescence Cytotoxicity Assay Kit
- Live/Dead Cell Staining Kit

## Cell Damage &amp; Repair

- HDAC Fluorometric & Colorimetric Assays & Drug Discovery Kits
- HAT Colorimetric Assay Kit & Reagents
- DNA Damage Quantification Kit
- Glutathione & Nitric Oxide Fluorometric & Colorimetric Assay Kits

## Signal Transduction

- cAMP & cGMP Assay Kits
- Akt & JNK Activity Assay Kits
- Beta-Secretase Activity Assay Kit

## Adipocyte &amp; Lipid Transfer

- Recombinant Adiponectin, Survivin, & Leptin
- CETP Activity Assay & Drug Discovery Kits
- PLTP Activity Assay & Drug Discovery Kits
- Total Cholesterol Quantification Kit

## Molecular Biology &amp; Reporter Assays

- siRNA Vectors
- Cloning Insert Quick Screening Kit
- Mitochondrial & Genomic DNA Isolation Kits
- 5 Minutes DNA Ligation Kit
- 20 Minutes Gel Staining/Destaining Kit
- β-Galactosidase Staining Kit & Luciferase Reporter Assay Kit

## Growth Factors and Cytokines

## Monoclonal and Polyclonal Antibodies