

Signal Reporter Assay Kit

Myc Reporter Assay Kit

Cat. no. 336841 CCS-012L

For study of pathway activity

The Cignal Myc Reporter Assay Kit is designed to monitor the activity of Myc-regulated signal transduction pathways in cultured cells. The c-Myc protein is a transcription factor that heterodimerizes with an obligatory partner, Max, and regulates the transcription of genes important for cell proliferation, differentiation, and apoptosis. The Myc reporter is a mixture of an inducible Myc-responsive luciferase construct and a constitutively expressing Renilla construct (40:1). The Myc-responsive luciferase construct encodes the firefly luciferase reporter gene under the control of a minimal (m)CMV promoter and tandem repeats of the E-box sequence. We have experimentally optimized the number of response elements as well as the intervening sequence between response elements to maximize the signal to noise ratio. The constitutively expressing Renilla construct encodes the Renilla luciferase reporter gene under the control of a CMV immediately early enhancer/promoter and acts as an internal control for normalizing transfection efficiencies and monitoring cell viability. Using a simple dual-luciferase assay, you can easily monitor the activity of Myc-mediated signaling pathways and determine the effect of various treatments, such as gene knockdown, over-expression, and chemical compounds on those pathways.

For further details, consult the *Cignal Reporter Assay Handbook*.

Shipping and storage

The Cignal Reporter Assay Kit is shipped on dry ice or blue ice. Store at -20°C . When stored under these conditions, this product can be used for 6 months from the date of receipt without reduction in performance.

Note: Open the package and store the products appropriately immediately on receipt.

Performance data

Visit the Website to view performance data for this product.



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Product	Contents	Cat. no.
Signal Reporter Assay Kit	For 500 reporter assays, 500 negative control assays, and 250 positive control assays when using the recommended 96-well plate transfection protocol; 500 μ l (100 ng/ μ l) Reporter (40:1 mixture of inducible firefly luciferase construct and constitutively expressing Renilla luciferase construct); 500 μ l (100 ng/ μ l) Negative control (40:1 mixture of non-inducible firefly luciferase construct and constitutively expressing Renilla luciferase construct); 250 μ l (100 ng/ μ l) Positive control (40:1:1 mixture of constitutively expressing GFP, constitutively expressing firefly luciferase, and constitutively expressing Renilla luciferase constructs)	Varies

Signal Reporter Assay Kit products are intended for molecular biology applications. These products are not intended for the diagnosis, prevention, or treatment of a disease.

For up-to-date licensing information and product-specific disclaimers, see the respective QIAGEN kit handbook or user manual. QIAGEN kit handbooks and user manuals are available at www.qiagen.com or can be requested from QIAGEN Technical Services or your local distributor.

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