The expression of liver-specific genes is regulated by specific transcription factors via proper responsible elements within their promoters. CREB/ATF family transcription factor (CREB3L3, CREB-H) is a member of the cAMP responsive element binding protein family and its expression is restricted to the liver. A region of CREB3L3 exhibits significant homology to the basic leucine zipper (b-Zip) domain of members of the CREB/ATF family: mammalian LZIP and Drosophila BBF-2. CREB3L3 contains a hydrophobic region representing a putative transmembrane domain. CREB3L3 does not bind to C/EBP, AP-1 and NF-kappaB elements but specifically binds to CRE and the box-B element. CREB3L3 activates transcription via the box-B element and that a deletion of the putative transmembrane domain increased the activation of reporter expression significantly. In summary, CREB-H seems to play an important role in transcriptional regulation of specific liver genes, and that the putative transmembrane domain may be associated with modulation of its function as the transcriptional activator.

Buffers
Purified rabbit polyclonal antibody supplied in PBS with 0.09% (W/V) sodium azide. This antibody is purified through a protein G column and eluted out with both high and low pH buffers and neutralized immediately after elution then followed by dialysis against PBS.

Immunogen
KLH conjugated synthetic peptide comprised of amino acids 30 - 44 [FDRQDGILRHVELGE] of the human CREB/ATF family transcription factor (CREB3L3) protein.

Application
Tested by peptide-specific ELISA (1:1,000).

Storage
Maintain refrigerated at 2-8°C for up to 6 months. For long term storage store at -20°C. Avoid repeated freeze-thaw cycles.