



[Go to Product page](#)

Datasheet for ABIN3134228  
**ATOH1 Protein (AA 1-351) (Strep Tag)**

### Overview

Quantity:	1 mg
Target:	ATOH1
Protein Characteristics:	AA 1-351
Origin:	Mouse
Source:	Tobacco (Nicotiana tabacum)
Protein Type:	Recombinant
Purification tag / Conjugate:	This ATOH1 protein is labelled with Strep Tag.
Application:	SDS-PAGE (SDS), ELISA, Western Blotting (WB)

### Product Details

Sequence: MSRLLHAE EW AEVKELGDHH RHPQPHHVPP LTPQPPATLQ ARDLPVYP AE LSLLDSTDPR  
AWLTPTLQGL CTARAAQYLL HSPELGASEA AAPRDEADSQ GELVRRSGCG GLSKSPGPVK  
VREQLCKLKG GVVVDELGCS RQRAPSSKQV NGVQKQRRLA ANARERRRMH GLNHAFDQLR  
NVIPSFNNDK KLSKYETLQM AQIYINALSE LLQTPNVGEQ PPPPTASCKN DHHHLRTASS  
YEGGAGASAV AGAQ PAPGGG PRPTPPGPCR TRFSGPASSG GYSVQLDALH FPAFEDRAL T  
AMMAQKDLSP SLPGGILQPV QEDNSKTSR SHRSDGEFSP HSHYSDSDEA S

**Sequence without tag. The proposed Strep-Tag is based on experience s with the expression system, a different complexity of the protein could make another tag necessary. In case you have a special request, please contact us.**

- Characteristics: Key Benefits:
- Made in Germany - from design to production - by highly experienced protein experts.
  - Protein expressed with ALICE® and purified by multi-step, protein-specific process to ensure

correct folding and modification.

- These proteins are normally active (enzymatically functional) as our customers have reported (not tested by us and not guaranteed).
- State-of-the-art algorithm used for plasmid design (Gene synthesis).

This protein is a **made-to-order protein** and will be made for the first time for your order. Our experts in the lab will ensure that you receive a correctly folded protein.

The big advantage of ordering our **made-to-order proteins** in comparison to ordering custom made proteins from other companies is that there is no financial obligation in case the protein cannot be expressed or purified.

Expression System:

- ALiCE®, our Almost Living Cell-Free Expression System is based on a lysate obtained from *Nicotiana tabacum* c.v.. This contains all the protein expression machinery needed to produce even the most difficult-to-express proteins, including those that require post-translational modifications.
- During lysate production, the cell wall and other cellular components that are not required for protein production are removed, leaving only the protein production machinery and the mitochondria to drive the reaction. During our lysate completion steps, the additional components needed for protein production (amino acids, cofactors, etc.) are added to produce something that functions like a cell, but without the constraints of a living system - all that's needed is the DNA that codes for the desired protein!

Concentration:

- The concentration of our recombinant proteins is measured using the absorbance at 280nm.
- The protein's absorbance will be measured in several dilutions and is measured against its specific reference buffer.
- We use the Expasy's protparam tool to determine the absorption coefficient of each protein.

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Purification:

Two step purification of proteins expressed in Almost Living Cell-Free Expression System (ALiCE®):

1. In a first purification step, the protein is purified from the cleared cell lysate using StrepTag capture material. Eluate fractions are analyzed by SDS-PAGE.
2. Protein containing fractions of the best purification are subjected to second purification step through size exclusion chromatography. Eluate fractions are analyzed by SDS-PAGE and Western blot.

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Purity:

≥ 80 % as determined by SDS PAGE, Size Exclusion Chromatography and Western Blot.

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## Product Details

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Endotoxin Level: Low Endotoxin less than 1 EU/mg (< 0.1 ng/mg)

## Target Details

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Target: ATOH1

Alternative Name: Atoh1 ([ATOH1 Products](#))

Background: Transcription factor Atoh1 (Atonal bHLH transcription factor 1) (Helix-loop-helix protein mATH-1) (mATH1) (Protein atonal homolog 1),FUNCTION: Transcriptional regulator. Activates E box-dependent transcription in collaboration with TCF3/E47, but the activity is completely antagonized by the negative regulator of neurogenesis HES1. Plays a role in the differentiation of subsets of neural cells by activating E box-dependent transcription.  
{ECO:0000269|PubMed:10648228}.

Molecular Weight: 37.9 kDa

UniProt: [P48985](#)

## Application Details

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Application Notes: In addition to the applications listed above we expect the protein to work for functional studies as well. As the protein has not been tested for functional studies yet we cannot offer a guarantee though.

Comment: ALiCE®, our Almost Living Cell-Free Expression System is based on a lysate obtained from *Nicotiana tabacum* c.v.. This contains all the protein expression machinery needed to produce even the most difficult-to-express proteins, including those that require post-translational modifications.

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Restrictions: For Research Use only

## Handling

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Format: Liquid

## Handling

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Buffer:	The buffer composition is at the discretion of the manufacturer. If you have a special request, please contact us.
Handling Advice:	Avoid repeated freeze-thaw cycles.
Storage:	-80 °C
Storage Comment:	Store at -80°C.
Expiry Date:	Unlimited (if stored properly)