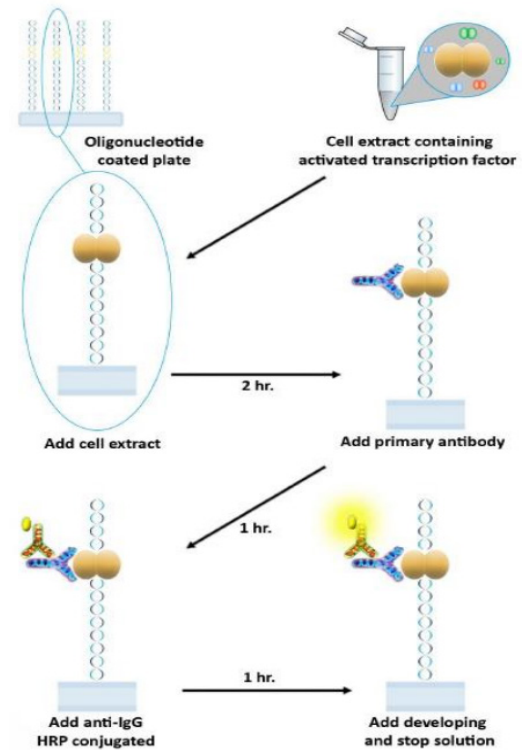


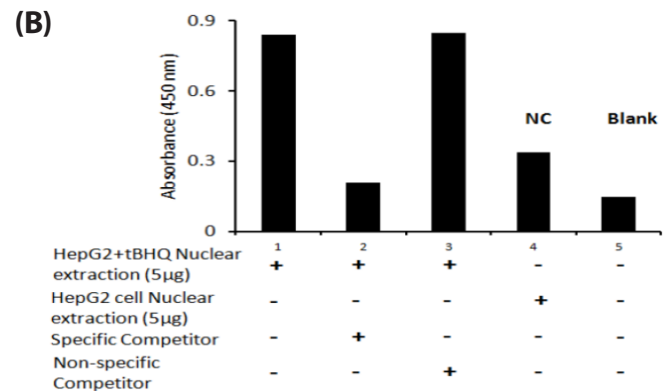
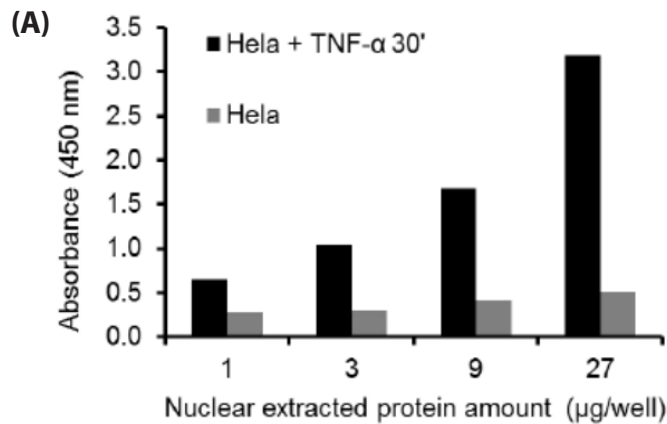
# Transcription Factor Activity Assay Kit

In molecular biology, a transcription factor controls the rate of transcription of genetic information from DNA to messenger RNA, by binding to a specific DNA sequence. It helps to regulate the expression of genes near that sequence. Many transcription factors are either tumor suppressors or oncogenes, and, thus, mutations or aberrant regulation of them is associated with cancer. This nature of transcription factors make them as potential targets of medications. The BioVision Transcription Factor-Activity Assay kit is a non-radioactive transcription factor assay with an ELISA format. It offers an easy, speedy, sensitive and high-throughput method to detect the activation of transcription factors.



## Key Features:

- **Non-radioactive** assay
- **Specific transcription** factor-DNA binding assay
- **Easy to perform** in an ELISA format
- **High throughput** (96 well plate format)
- **Compatible** sample types: Nuclear extraction, whole lysates



**Figure: (A) (Cat. No. E4330)** Transcription factor activity assay of NF-κB p65 from nuclear extracts of HeLa cells or HeLa cells treated with TNF-α. After stimulation with TNF-α, activated NF-κB p65 is translocated into the nucleus where it binds with its corresponding DNA. **(B) (Cat. No. E4337)** Transcription factor activity assay of NRF2 from nuclear extracts of HepG2 cells or HepG2 cells treated with tBHQ (90uM) for 24 hr with the specific competitor or non-specific competitor. The result shows specific binding of NRF2 to the ARE binding site detected by using this kit.

Product Name	Cat. No.	Species Reactivity	Size
NF-κB p65 Transcription Factor Activity Assay Kit	E4330	Human	100 Assays
NRF2 Transcription Factor Activity Assay Kit	E4337	Human	100 Assays
Oct4 Transcription Factor Activity Assay Kit	E4336	Human	100 Assays
p53 Transcription Factor Activity Assay Kit	K923	Human	100 Assays

Please visit our website [www.BioVision.com](http://www.BioVision.com) for a complete list of our products.

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