

**MATH1/HATH1/ATOH1 Antibody (C-term) Blocking peptide**  
**Synthetic peptide**  
**Catalog # BP2702b****Specification**

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**MATH1/HATH1/ATOH1 Antibody (C-term) Blocking peptide - Product Information**Primary Accession [Q92858](#)**MATH1/HATH1/ATOH1 Antibody (C-term) Blocking peptide - Additional Information**

Gene ID 474

**Other Names**

Protein atonal homolog 1, Class A basic helix-loop-helix protein 14, bHLHa14, Helix-loop-helix protein hATH-1, hATH1, ATOH1, ATH1, BHLHA14

**Target/Specificity**

The synthetic peptide sequence used to generate the antibody [AP2702b](/product/products/AP2702b) was selected from the C-term region of human ATOH1. A 10 to 100 fold molar excess to antibody is recommended. Precise conditions should be optimized for a particular assay.

**Format**

Peptides are lyophilized in a solid powder format. Peptides can be reconstituted in solution using the appropriate buffer as needed.

**Storage**

Maintain refrigerated at 2-8°C for up to 6 months. For long term storage store at -20°C.

**Precautions**

This product is for research use only. Not for use in diagnostic or therapeutic procedures.

**MATH1/HATH1/ATOH1 Antibody (C-term) Blocking peptide - Protein Information**Name ATOH1 ([HGNC:797](#))

Synonyms ATH1, BHLHA14

**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 (By similarity).

**Cellular Location**

Nucleus.

**MATH1/HATH1/ATOH1 Antibody (C-term) Blocking peptide - Protocols**

Provided below are standard protocols that you may find useful for product applications.

- [Blocking Peptides](#)

**MATH1/HATH1/ATOH1 Antibody (C-term) Blocking peptide - Images****MATH1/HATH1/ATOH1 Antibody (C-term) Blocking peptide - Background**

ATOH1 belongs to the basic helix-loop-helix (BHLH) family of transcription factors. It activates E-box dependent transcription along with E47.

**MATH1/HATH1/ATOH1 Antibody (C-term) Blocking peptide - References**

Aragaki,M.,Biochem. Biophys. Res. Commun. 368 (4), 923-929 (2008)Scheffer,D., FEBS Lett. 581 (24), 4651-4656 (2007)