

## JoVE Corporate Sponsorship Request Form for Authors

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Please include the following information below, and email this form to me by our agreed upon deadline to obtain corporate sponsorship.

### Company information:

Name of Sales Rep	Company	Email	Phone
<b>Eric Liu</b>	<b>Life Technologies</b>	<b>Eric.Liu@lifetech.com</b>	<b>512-721-3597</b>
<b>Kris Zuraitis</b>	<b>Life Technologies</b>	<b>Kris.Zuraitis@lifetech.com</b>	<b>312-513-9108</b>
<b>Susan Hendrick</b>	<b>Life Technologies</b>	<b>Susan.Hendrick@lifetech.com</b>	<b>630-346-4219</b>

### Reagent/Equipment used in your research:

Name of the reagent	Company	Catalogue number	Comments (optional)
<b>MagMAX-96 Total RNA Isolation Kit</b>	<b>Life Technologies</b>	<b>AM1830</b>	
<b>Magnetic Stand – 96</b>	<b>Life Technologies</b>	<b>AM10027</b>	

**Please include short abstract below.** The abstract can already be published, as this will be sent to the company on your behalf, and won't be reproduced by JoVE in any fashion. The company who sponsors your article will NOT have any input into your article, as you and your group will be responsible for the science.

**ABSTRACT:** Phenotypic variability in neurobehavioral research studies involving F2 and outbred mice may be associated with gene transcript expression profiles within discrete brain nuclei/compartments. Therefore, a region-specific microsampling protocol for analyzing neuronal circuits implicated in behavioral response is necessary. This will lead to the ability to use comparative next-generation sequencing in identification of biomarkers and molecular targets for downstream, translational therapeutic interventions. We have developed a brain sectioning, micro-punching, and fresh frozen tissue storage protocol that, when coupled with MagMAX magnetic bead total RNA extraction, enables scalable library preparation for transcriptomics and other analyses with brain region specificity.