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(54) Title: TRANSGENIC PLANTS CONTAINING MOLECULAR DECOYS THAT ALTER PROTEIN CONTENT THEREIN

(57) Abstract: The present application describes isolated nucleic acids that contain a Nic gene product responsive element, and the use thereof in methods of producing transgenic tobacco plants having reduced levels of nicotine and/or TSNA therein, as well as other plants or host cells that contain altered levels of a protein of interest therein due to inclusion of a *cis*-acting decoy element therein.