Claims:

Claim 1. A recombinantly-modified adeno-associated virus (AAV) helper vector that comprises an AAV helper function-providing polynucleotide, wherein said polynucleotide comprises a non-native AAV serotype P5 or P40 promoter sequence.

Claim 2. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said AAV helper function-providing polynucleotide vector comprises a non-native AAV serotype P5 promoter sequence.

Claim 3. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said AAV helper function-providing polynucleotide vector comprises a non-native AAV serotype P40 promoter sequence.

Claim 4. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said vector is a plasmid vector.

Claim 5. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said non-native AAV serotype P5 or P40 promoter sequence replaces a native AAV serotype promoter sequence.

Claim 6. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said vector additionally comprises a non-AAV helper function-providing polynucleotide.

Claim 7. A method for increasing the production titer of a recombinantly-modified adeno-associated virus (rAAV) that comprises a transgene cassette, wherein said method comprises culturing cells that have been transfected with:

(1) said rAAV; and

(2) the recombinantly-modified adeno-associated virus (AAV) helper vector of claim 6;

wherein said culturing is conducted in a culture medium under conditions sufficient to permit the production of said rAAV and wherein the presence of said non-native AAV serotype P5 or P40 promoter sequence causes said cells to produce said rAAV at an increased production titer relative to that which would be attained if said AAV helper function-providing polynucleotide contained native serotype P5 and P40 promoters.

Claim 8. The method of claim 7, wherein said transgene cassette encodes a protein, or comprises a polynucleotide domain that is transcribed into an RNA molecule, wherein said protein or said RNA molecule is therapeutic for a genetic or heritable disease or condition.

Claim 9. The method of claim 7, wherein said cells are human embryonic kidney cells, baby hamster kidney cells or sf9 insect cells.

Claim 10. The method of claim 9, wherein said cells are HEK293 human embryonic kidney cells.

Claim 11. The method of claim 9, wherein said cells are BHK21 baby hamster kidney cells.

Claim 12. A method for increasing the production titer of a recombinantly-modified adeno-associated virus (rAAV) that comprises a transgene cassette, wherein said method comprises culturing cells that have been transfected with:

(1) said rAAV;

(2) the recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1; and

(3) an additional vector that comprises a non-AAV helper function-providing polynucleotide;

wherein said culturing is conducted in a culture medium under conditions sufficient to permit the production of said rAAV and wherein the presence of said non-native AAV serotype P5 or P40 promoter sequence causes said cells to produce said rAAV at an increased production titer relative to that which would

be attained if said AAV helper function-providing polynucleotide contained native serotype P5 and P40 promoters.

Claim 13. The method of claim 12, wherein said transgene cassette encodes a protein, or comprises a transcribed nucleic acid, that is therapeutic for a genetic or heritable disease or condition.

Claim 14. The method of claim 12, wherein said cells are human embryonic kidney cells, baby hamster kidney cells or sf9 insect cells.

Claim 15. The method of claim 14, wherein said cells are HEK293 human embryonic kidney cells.

Claim 16. The method of claim 14, wherein said cells are BHK21 baby hamster kidney cells.