CLAIMS

1. A method for identifying a compound that binds, suppresses, blocks, inhibits, and/or modulates the activity of an olfactory receptor polypeptide that is activated by a laundry malodor causing substance and/or a moldy malodour causing substance comprising:

a. contacting a test substance and said laundry malodor and/or moldy malodour causing substance to at least one olfactory receptor polypeptide selected from the group consisting of OR1A1, OR2M3, Olfr403, Olfr164, Olfr1487, Olfr339, Olfr96 and Olfr1322; or to at least one olfactory receptor polypeptide having at least 95% amino acid sequence identity to at least one of the aforementioned olfactory receptor polypeptides; wherein said malodor-causing substance is (4S,4aS,8aR)-4,8a-Dimethyl-1,2,3,4,5,6,7,-octahydronaphthalen-4a-ol, and

b. measuring the response of said at least one olfactory receptor polypeptide to the malodor-causing substance by measuring the dose-dependent response of said olfactory receptor polypeptide in the presence of increasing concentrations of the test substance in the presence of a single activating concentration of (4S,4aS,8aR)-4,8a-dimethyl-1,2,3,4,5,6,7,-octahydronaphthalen-4a-ol (EC_{80}) and absence of the test substance.

2. The method of claim 1, further comprising

c. identifying a test substance that modulates the response of said at least one olfactory receptor on the basis of the response that was measured in the presence and absence of the test substance; and

d. selecting the identified test substance as a compound that binds, suppresses, blocks, inhibits, and/or modulates the response of said at least one olfactory receptor to the malodor-causing substance.

3. The method of claim 1, wherein the polypeptide

a. comprises an amino acid sequence having at least 95%, 98%, 99% or 100% sequence identity to SEQ ID NO: 4, 14, 24, 28, 40, 42, 44, or 75; and/or

b. is encoded by a nucleic acid molecule comprising a nucleotide sequence having at least 95%, 98%, 99% or 100% sequence identity to SEQ ID NO: 3, 13, 23, 27, 39, 41, 43, 72, or the reverse complement thereof.