Claims:

Claim 1. A recombinantly-modified adeno-associated virus (AAV) helper vector that comprises an AAV helper function-providing polynucleotide, wherein said polynucleotide comprises an AAV serotype P40 promoter sequence that is not native to a rep gene of the AAV.

Claim 2. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said AAV helper function-providing polynucleotide vector further comprises an AAV serotype P5 promoter sequence that is not native to the rep gene of the AAV.

Claim 3. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said vector is a plasmid vector.

Claim 4. The recombinantly-modified adeno-associated virus (AAV) helper vector of claim 1, wherein said AAV serotype P40 promoter sequence replaces an AAV serotype promoter sequence that is native to the rep gene of the AAV.

Claim 5. 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 6. 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 5;

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 the AAV serotype P40 promoter sequence that is not native to the rep gene of the AAV 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 an AAV serotype P40 promoter sequence that is native to the rep gene of the AAV.

Claim 7. The method of claim 6, wherein said transgene cassette is capable of being used in gene therapy.

Claim 8. The method of claim 6, wherein said transgene cassette comprises a promoter, a polyadenylation site, or combination thereof.

Claim 9. The method of claim 6, wherein said transgene cassette encodes a protein, or wherein said transgene cassette comprises a polynucleotide 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 10. The method of claim 9, wherein said protein or said polynucleotide of said transgene cassette is capable of being used in therapy.

Claim 11. The method of claim 6, wherein said cells are human embryonic kidney cells, baby hamster kidney cells or sf9 insect cells.

Claim 12. The method of claim 11, wherein said cells are HEK293 human embryonic kidney cells.

Claim 13. The method of claim 11, wherein said cells are BHK21 baby hamster kidney cells.

Claim 14. 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 AAV serotype P40 promoter sequence that is not native to the rep gene of the AAV 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 an AAV serotype P40 promoter sequence that is native to the rep gene of the AAV.

Claim 15. The method of claim 14, wherein said transgene cassette is capable of being used in gene therapy.

Claim 16. The method of claim 14, wherein said transgene cassette comprises a promoter, a polyadenylation site, or combination thereof.

Claim 17. The method of claim 14, wherein said transgene cassette encodes a protein, or wherein said transgene cassette comprises a polynucleotide 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 18. The method of claim 17, wherein said polynucleotide of said transgene cassette is capable of being used in gene therapy.

Claim 19. The method of claim 14, wherein said cells are human embryonic kidney cells, baby hamster kidney cells or sf9 insect cells.

Claim 20. The method of claim 19, wherein said cells are HEK293 human embryonic kidney cells.

Claim 21. The method of claim 19, wherein said cells are BHK21 baby hamster kidney cells.