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(71) Applicant *(for all designated States except US)*: **NORTH CAROLINA STATE UNIVERSITY** [US/US]; Campus Box 8210, 2401 Research Drive, Raleigh, NC 27695-8210 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **CONKLING, Mark, A.** [US/US]; 5511 New Rise Court, Chapel Hill, NC 27516 (US). **LI, Yan** [US/US]; 4908 Bridgewood Drive, Durham, NC 27713 (US).

(74) Agent: **MYERS BIGEL SIBLEY & SAJOVEC, P.A.**; P. O. Box 37428, Raleigh, NC 27627 (US).

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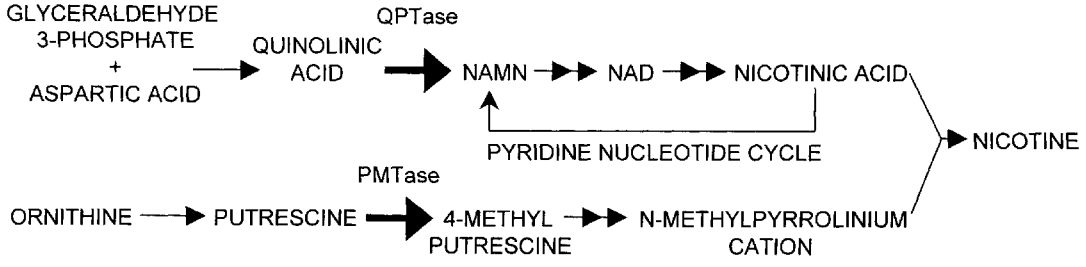
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(54) Title: TRANSGENIC PLANTS CONTAINING MOLECULAR DECOYS THAT ALTER PROTEIN CONTENT THEREIN



(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.