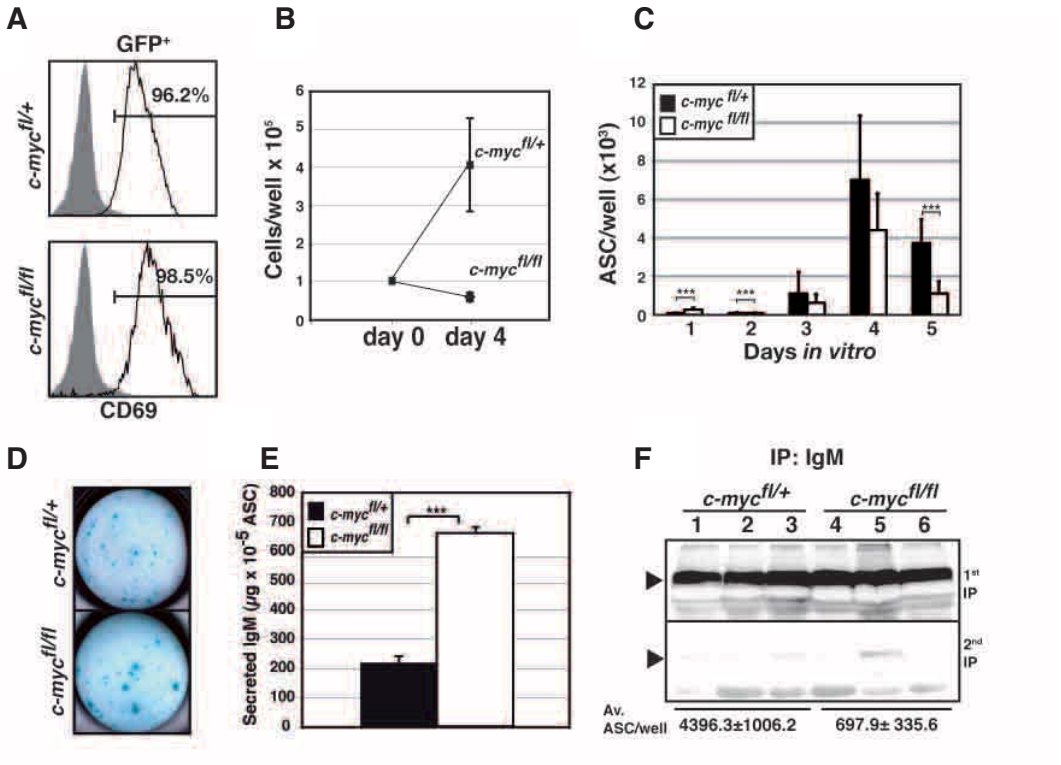
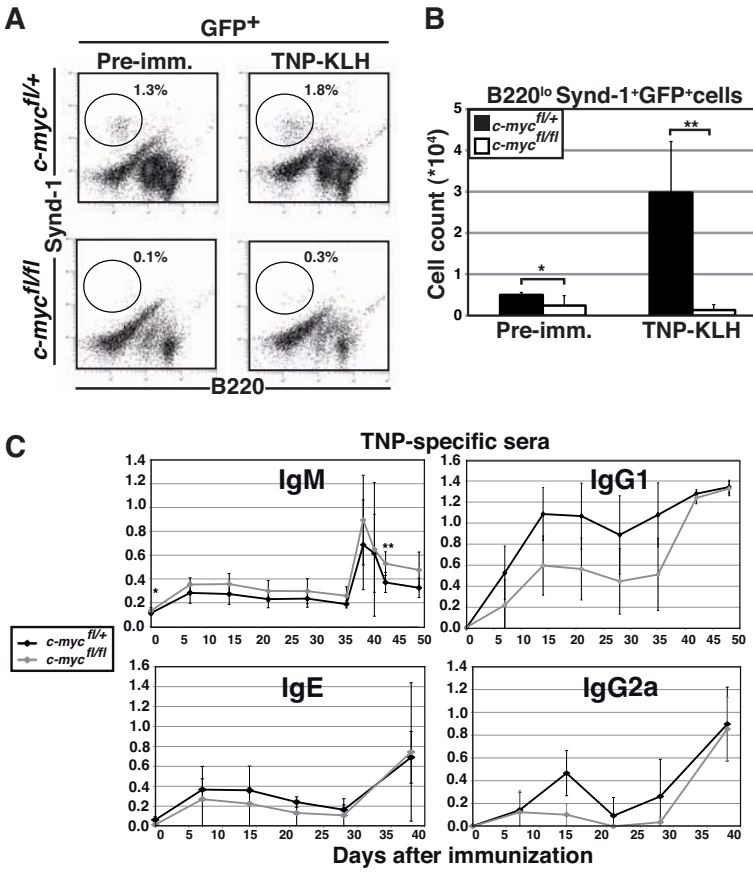
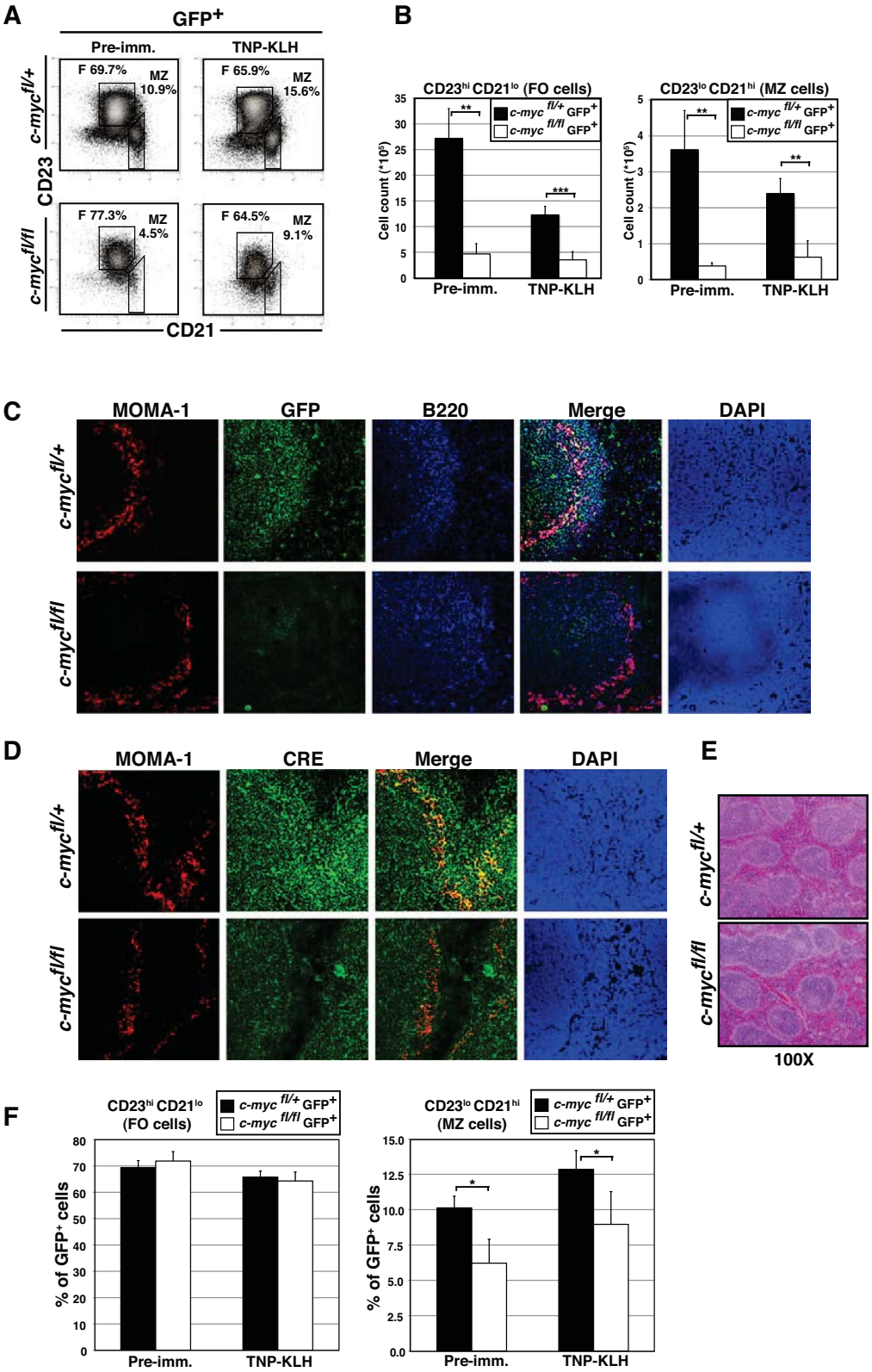


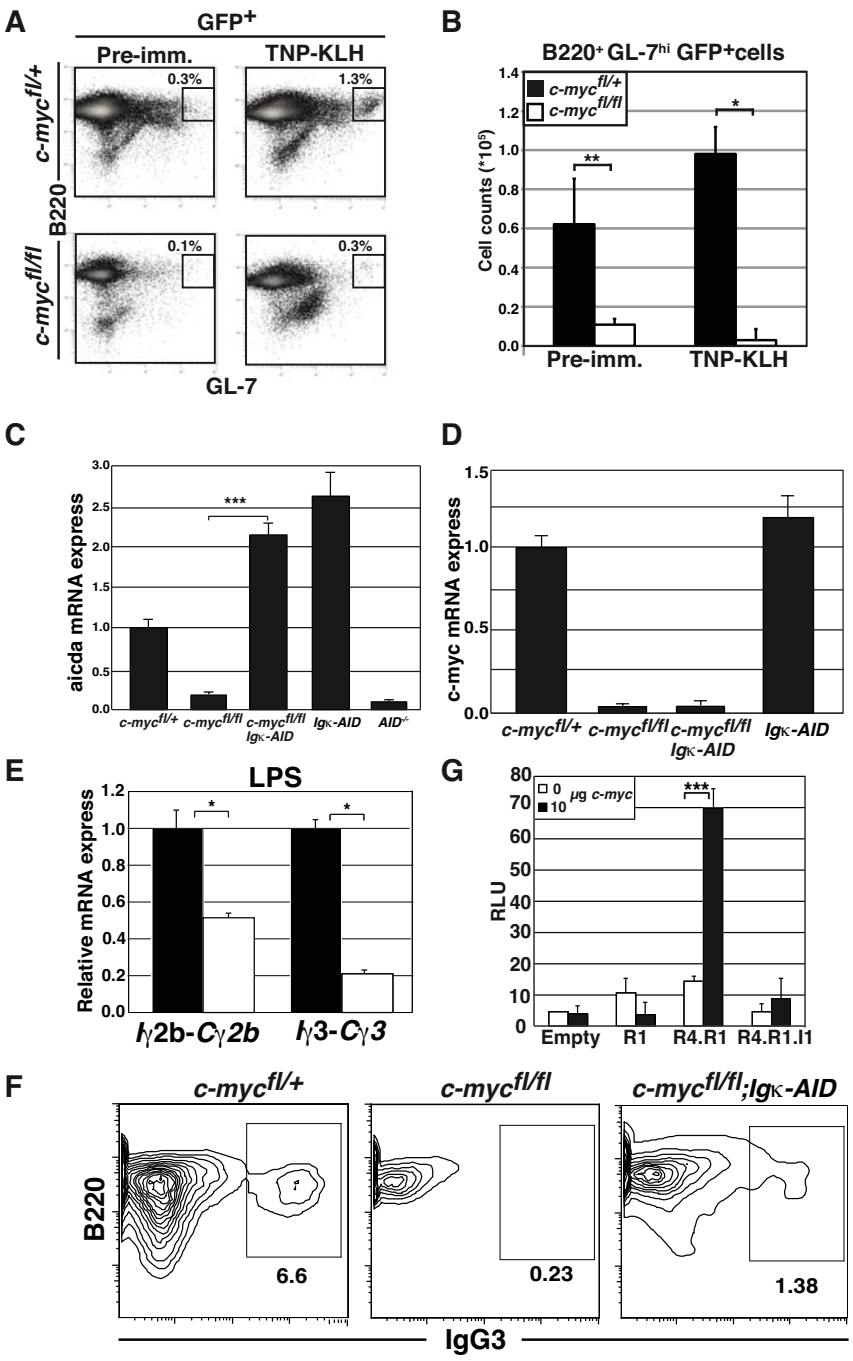
Supplementary Figure 1. (**A**) CD69 surface expression in activated B cells from day-3 cultures. Purified B220^{+}GFP^{+} spleen cells were activated with anti-CD40 plus IL4; we analyzed 6 mice per genotype, with similar results. (**B**) Number of cells in the cultures of B220^{+}GFP^{+} cells activated as in **a** ($n = 9$). (**C**) ELISpot quantification of ASC at the time points indicated. Cells were isolated and activated as **A** ($n = 6$, ***$p<0.001$). (**D**) Photograph of IgM ELISpots at day 4. (**E**) Secreted IgM per ASC ($n = 3$, ***$p<0.001$). (**F**) IgM immunoblot of total soluble IgM immunoprecipitated with anti-mouse IgM antibody from the supernatants of day-3 cultures activated as **A**. A second immunoprecipitation was performed to ensure the total precipitation of secreted IgM. Experiment representative of two independent experiments. $n = 6$ for each genotype. The average of ASC per well are shown below.



Supplementary Figure 2.(**A**)Lack of long-term plasma cell in the BM of immunized *c-myc*$^{fl/fl}$ mice. Single cell suspensions from the BM were prepared and stained with the markers indicated. (**B**) Absolute numbers of B220^{lo}Syndecan1^{+}GFP^{+} cells gated as shown in **A** ($n = 3$, $*p < 0.05$, $**p < 0.01$). (**C**) ELISA quantification for TNP-specific Ig levels in the serum of TNP-KLH immunized mice at the time points indicated. (For IgM and IgE $n = 9$; IgG1 $n = 6$; IgG2a $n = 4$).



Supplementary Figure 3. (**A**)Marginal Zone (MZ) and Follicular B cells (FO) in the spleen of *c-myc*$^{fl/fl}$ and *c-myc*$^{fl/+}$ mice. Single cell suspensions were prepared, stained with anti-CD23 and anti-CD21 antibodies and analyzed by flow cytometry according to their GFP expression. One representative experiment is shown (n = 3). (**B**) Absolute numbers of MZ and FO B cells from **a** (n = 3 for pre-immune; n = 4 for TNP-KLH). (**C**) (**D**) Immunohistochemistry of spleen cryosections from TNP-KLH immunized mice; Moma identifies the MZ. Cre recombinase, GFP^{+}(*c-myc* deleted B cells), (n = 4). (**E**) H&E of spleen sections from pre-immune mice with the indicated genotype (n = 3). (**F**) % of FO or MZ cells within the GFP^{+} population (*c-myc* deleted B cells) from the mice showed in **A**(* p<0.05, ** p<0.01, *** p<0.001).



Supplementary Figure 4. (A), GL-7 surface expression in spleen B cells from TNP-KLH immunized mice. GFP$^+$ (*c-myc* deleted B cells). One representative experiment is shown ($n = 3$). (B) Absolute numbers of GL-7^{hi} cells gated as shown in A. Pre-immune: *c-myc*$^{fl/+}$, $n = 5$; *c-myc*$^{fl/fl}$, $n = 3$ (**$p<0.01$) ; TNP-KLH: *c-myc*$^{fl/+}$ and *c-myc*$^{fl/fl}$, $n = 4$ (*$p<0.05$). C and D *aicda* and *c-myc* gene expression in B cells activated with anti-CD40 plus interleukin-4. Sorted B cells from the spleens of mice with the indicated genotype were isolated (n = 3 , ***p<0.001). (E) Germline transcripts in cells activated with LPS ($n = 6$, *$p<0.05$). Black boxes, control mice. (F) Flow cytometry analysis of sorted B220$^+$GFP$^+$ spleen cells of *c-myc*$^{fl/fl}$, *c-myc*$^{fl/+}$ and *c-myc*$^{fl/fl}$*;Ig*κ-AID mice activated as in A ($n = 3$). (G) Luciferase reporter asssays in M12 B cell line. Cell were transfected with the constructs shown in Fig. 6, and a c-Myc expressing vector. Luciferase activity was measured and normalization was performed as described in methods ($n = 3$, ***$p<0.001$). RLU, Relative Luciferase Units.