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BaBar Measurements of the Rare Flavor-Changing Neutral Current Decay $b \to s\ell^+\ell^-$ INGRID OFTE, University of Bergen, Bergen, Norway, BABAR COLLABORATION — We present measurements of the flavor-changing neutral current quark decay $b \to s\ell^+\ell^-$, where $\ell^+\ell^-$ is either an e^+e^- or $\mu^+\mu^-$ pair. Measurements include branching fractions and asymmetries of the inclusive $b \to s\ell^+\ell^-$ process in B meson decays as well as specific studies of the exclusive decays $B \to K\ell^+\ell^-$ and $B \to K^*\ell^+\ell^-$. These decays are highly suppressed in the Standard Model, and they are sensitive to contributions from new particles in the intermediate state. The data samples studied comprise 230 million $\Upsilon(4S) \to B\overline{B}$ decays collected with the BaBar detector at the PEP-II e^+e^- storage ring.

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