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Abstract for an Invited Paper
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Theoretical Status of Charged Lepton Flavor Physics

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The emphasis of this talk will be physics potential for new discoveries in the charged lepton flavor sector. Popular theoretical models where new signals arise naturally will be surveyed, and expectations for rare decays such as $\mu \rightarrow e\gamma$, $\mu \rightarrow 3e$ and $\tau \rightarrow \mu\gamma$, as well as for $\mu-e$ conversion in nuclei and muonium-antimuonium oscillation will be outlined. A connection between the observed neutrino flavor oscillations and charged lepton flavor violation will be drawn. Expectations for flavor conserving processes such as muon $g-2$ and lepton electric dipole moments will be presented. Models based on supersymmetry, left-right symmetry and unified symmetry, as well as models generating small neutrino masses naturally will be analyzed.