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Searches for Rare and Forbidden B and Charm Decays with BABAR

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We present recent BABAR results of searches for rare decays with new physics sensitivity. In particular, we present the results of searches for $B \rightarrow \gamma \gamma$ and the lepton and baryon number violating modes $B \rightarrow \Lambda(c)l$ and $B \rightarrow K/\pi \tau l$. We also describe recent searches for the charm decays $D \rightarrow Xl+l-$, $D0 \rightarrow \gamma \gamma$ and $D0 \rightarrow l+l-$.

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