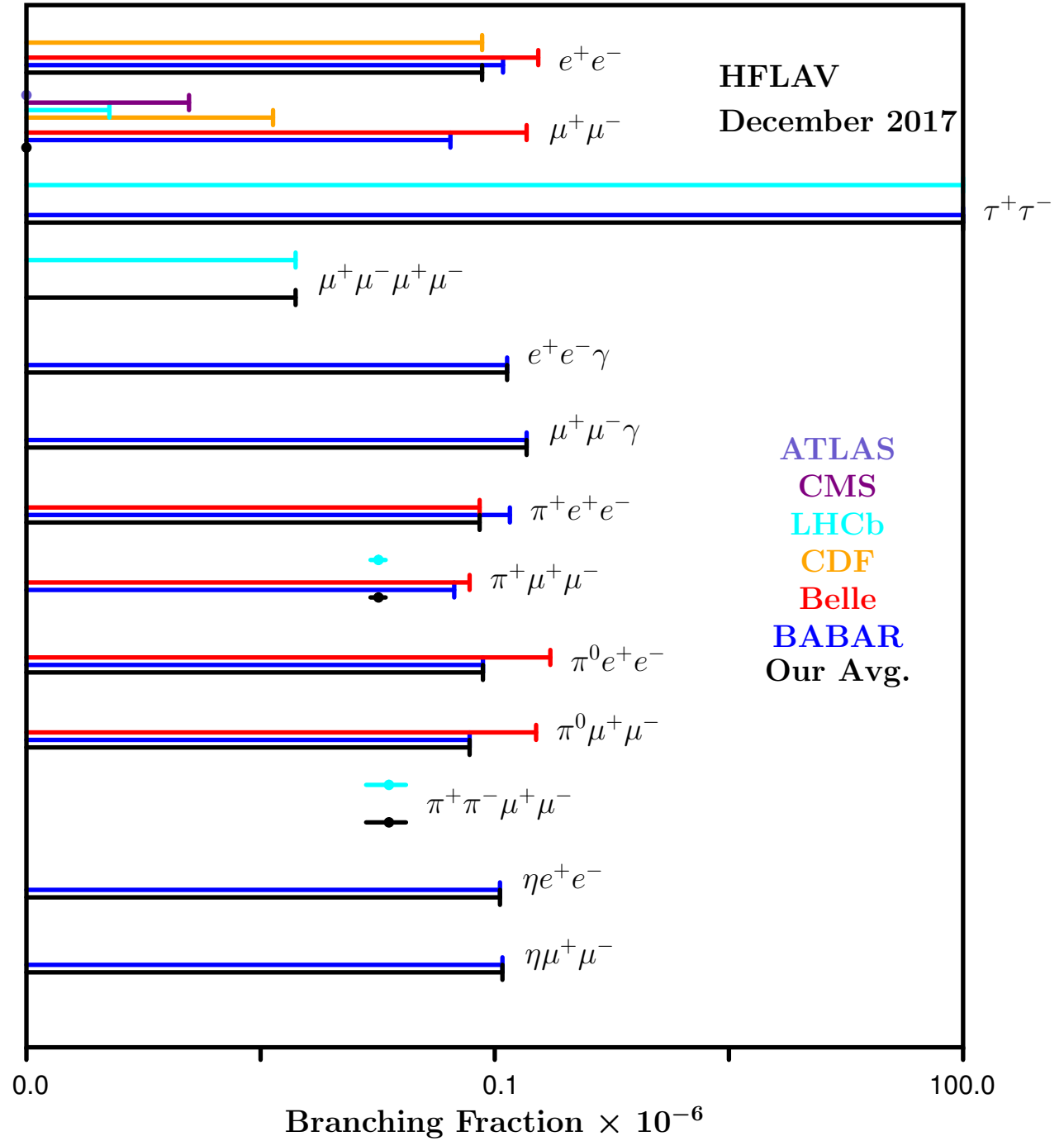Branching Fractions of $b \to l^+l^-(l^+l^-), l^+l^-\gamma, dl^+l^-$ Decays