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## Results on Lepton Flavor Universality and Lepton Flavor Violation at Belle

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The study of the lepton flavor universality (LFU) and searches for lepton flavor violation (LFV) attract attention as a probe for the new physics signal. We present the study of LFU violation observables  $R_K$  and  $R_{K^*}$  in electroweak penguin  $B$  decays  $B \rightarrow K^{(*)} \ell^+ \ell^-$  ( $\ell = e, \mu$ ). We also present search for  $B \rightarrow K^* \tau^+ \tau^-$  as well as LFV decays  $B \rightarrow \ell \tau$ ,  $\tau \rightarrow \ell \gamma$  and  $\Upsilon(1S) \rightarrow \ell \tau$ . All these results are based on data collected by the Belle experiment at the KEKB asymmetric-energy  $e^+e^-$  collider.

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