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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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