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Searches for lepton flavor violation and lepton flavor universality violation

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The lepton flavor violation is a clear signature of the new physics and has been searched for by many experiments. Such decays can be searched using large amount of B and Υ mesons produced at Belle. We present our search for $B \rightarrow \ell\tau$, $\Upsilon(nS) \rightarrow \ell\ell'$, $\ell\tau$ decays ($\ell = e, \mu$). We also present the final results on $\tau \rightarrow \ell\gamma$ at Belle. In addition, we present our search for $B \rightarrow K^*\tau\tau$, which could potentially test the lepton flavor universality together with $B \rightarrow K^*\ell\ell$. All these results are based on data collected by the Belle experiment at the KEKB asymmetric-energy e^+e^- collider.

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