$$((A) \times (B)) \times (C) \longrightarrow (A) \times ((B) \times (C))$$

$$\cosh_{A,B} \times \operatorname{id}_{(C)} \downarrow \qquad \qquad \qquad \downarrow \operatorname{id}_{(A)} \times \operatorname{coh}_{B,C}$$

$$(A * B) \times (C) \qquad \qquad (A) \times (B * C)$$

$$\cosh_{A*B,C} \downarrow \qquad \qquad \downarrow \operatorname{coh}_{A,B*C}$$

$$(A * B * C) \longrightarrow (A * B * C)$$