$$U \otimes (V \otimes W) \xrightarrow{\alpha_{U,V,W}} (U \otimes V) \otimes W$$

$$f \otimes (g \otimes h) \downarrow \qquad \qquad \downarrow (f \otimes g) \otimes h$$

$$U' \otimes (V' \otimes W') \xrightarrow{\alpha_{U',V',W'}} (U' \otimes V') \otimes W'$$