$$(u \otimes (x_1 \otimes (x_1 \otimes x_1))) \otimes v$$

$$\downarrow {\scriptstyle (1_u \otimes \alpha_{x_1,x_1,x_1}) \otimes 1_v}$$

$$(u \otimes ((x_1 \otimes x_1) \otimes x_1) \otimes v$$