$$A \otimes (B \otimes (C \otimes D)) \xrightarrow{\alpha_{A,B,C \otimes D}} (A \otimes B) \otimes (C \otimes D) \xrightarrow{\alpha_{A \otimes B,C,D}} ((A \otimes B) \otimes C) \otimes D$$

$$\downarrow{\scriptstyle 1_A \otimes \alpha_{B,C,D}} \qquad\qquad\qquad\qquad\qquad\qquad\qquad\qquad\qquad \uparrow{\scriptstyle \alpha_{A,B,C} \otimes 1_D}$$

$$A \otimes ((B \otimes C) \otimes D) \xrightarrow{\hspace{4cm}\alpha_{A,B \otimes C,D}\hspace{4cm}} (A \otimes (B \otimes C)) \otimes D$$