

$$\begin{array}{ccc}
 U \otimes (V \otimes W) & \xrightarrow{\alpha_{U,V,W}} & (U \otimes V) \otimes W \\
 \downarrow f \otimes (g \otimes h) & & \downarrow (f \otimes g) \otimes h \\
 U' \otimes (V' \otimes W') & \xrightarrow{\alpha_{U',V',W'}} & (U' \otimes V') \otimes W'
 \end{array}$$