

$$\begin{array}{ccc}
 (u \otimes I) \otimes v & \xrightarrow{\alpha_{uIv}} & u \otimes (I \otimes v) \\
 & \searrow \rho_u \otimes id_v & \downarrow id_u \otimes \lambda_v \\
 & & u \otimes v
 \end{array}$$