## Lax Monoidal Structures from Monoidal Structures

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## Abstract.

We show that for any full subcategory C of a (unbiased) monoidal category  $\mathcal{D}$ , the presheaf category  $\operatorname{Set}^{\mathcal{C}^{op}}$  inherits a (unbiased) lax monoidal structure. Our proof, which uses [1], establishes a result of independent interest: that C inherits a lax promonoidal structure [2]. We then use a generalization of Day convolution to transport this structure into the presheaf category. We discuss examples of lax monoidal structures that arise this way: the cartesian product on simplicial sets [3], the Boardman-Vogt tensor product on dendroidal sets [7], and the Gray tensor product on  $\Theta_2$ -sets [6]. The first of these is monoidal structure constructed via this method are homotopical in the sense of [4], which can be thought of as presenting a monoidal structure in the  $\infty$ -categorical sense [5].

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