$$
\begin{aligned}
\text{minimize} \quad & \sum_{i,j} \eta_{ij} (\mathbf{x}_i - \mathbf{x_j})^T \mathcal{M} (\mathbf{x}_i - \mathbf{x_j}) + c \sum_{i,j,l} \eta_{ij} (1 - y_{il}) \xi_{ijl} \\
\text{subject to} \quad & (\mathbf{x}_i - \mathbf{x_l})^T \mathcal{M} (\mathbf{x}_i - \mathbf{x_l}) - (\mathbf{x}_i - \mathbf{x_j})^T \mathcal{M} (\mathbf{x}_i - \mathbf{x_j}))) \geq 1 - \xi_{ijl} \\
& \mathcal{M} \geq 0
\end{aligned}
$$