Step-1

Thus, we get $2\lambda x^{H} A x = -x^{H} x$.

Note that $x^H x$ is a positive real number, since x is a non zero vector. Thus, in the above equation, the right hand side is negative. If x is a real vector, then $x^H Ax$ too will be a positive real number. Therefore, the real part of the eigenvalue? will be negative.

Step-2

Let us show that the real part of the eigenvalue ? is less than zero. Consider the following:

$$AM + M^{H}A = -I$$

$$x^{H} (AM + M^{H}A) = -x^{H}I$$

$$x^{H} (AM + M^{H}A)x = -x^{H}Ix$$

$$x^{H}AMx + x^{H}M^{H}Ax = -x^{H}x$$

Step-3

We have $Mx = \lambda x$. Also, we can write $x^H M^H = (Mx)^H$. Therefore, we get

$$x^{H}AMx + x^{H}M^{H}Ax = -x^{H}x$$

$$x^{H}A(\lambda x) + (Mx)^{H}Ax = -x^{H}x$$

$$\lambda x^{H}Ax + (\lambda x)^{H}Ax = -x^{H}x$$

$$\lambda x^{H}Ax + \lambda x^{H}Ax = -x^{H}x$$