

Asylum Media & Events, LLC

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IT'S NO WONDER SO MANY INDIE INVENTORS GET SCAMMED

Enthusiasm, ignorance and even greed combine to produce endless supply of "easy marks."

South Salem, NY – “It’s a real shame invention scams still thrive,” said Kyle Shannon, Editor of *inventionDIY!™*, a new downloadable journal for inventors by inventors, “but they do.” Each issue presents a step-by-step tutorial on some important aspect of the inventing business. “The idea is to facilitate inventors teaching themselves how to succeed in this complicated and time-consuming business,” added Keith Milone, Publisher of the new venture. Shannon and Milone teamed up with former Unilever Executive and scientist Karla Ciccari to start Asylum Media and Events, the company behind *inventionDIY!* Ciccari takes on the Managing Editor Role.

In May of 2003, Shannon and Milone founded the brand-immersed product innovation & development firm Invention Asylum (www.InventionAsylum.com) as a vehicle to license the many inventions they had developed over the years. “Our biggest surprise was the sheer number of people who approached us with great invention ideas, but had no idea what to do next,” stated Mr. Milone. Mr. Shannon goes on to add, “We started a Guest Inventor Program to support these folks, though we ultimately had to end it because we were spending more time managing & educating inventors than developing & selling products.” *inventionDIY!* represents the culmination of the lessons learned running Invention Asylum and is intended to directly benefit the independent inventor.

“We’re not experts!” proclaims Shannon. “That’s what makes us different. We started out knowing almost nothing about the invention business, but by leveraging our previous business and entrepreneurial experience, we transformed our mistakes into practical, hands-on knowledge.” Ms. Ciccari, explains why beginning inventors get confused, overwhelmed, and are so often taken advantage of, “It is extremely exciting to have a new idea, but that enthusiasm can blind you to the realities and the weeks, months and years of hard work it takes to bring an idea to market.” For example, the list below represents the content categories *inventionDIY!* will cover:

1. Ideation
2. Research
3. Business
4. IP Protection
5. Development
6. Branding
7. Marketing
8. Pitching
9. Manufacturing
10. Licensing

“Each one of those categories is an industry in and of itself,” follows up Ciciarri. To be successful in the inventing game, inventors must be aware and conversant in many aspects of those categories.

The inaugural issue of *inventionDIY!* shares 12 Lessons Keith and Kyle learned over the past two and a half years as professional, independent inventors. It can be downloaded for FREE at www.inventionDIY.com. Future issues, digital resources and subscription information can also be found at the Web site.

Asylum Media & Events, LLC aims to support independent inventors by providing entertaining, relevant and concise information across the entire spectrum of the inventing business. The intent is to explore the spectrum of interactive media, including e-books, audio, video, & community-building tools, as well as develop and provide face-to-face educational events.

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