



THOUGHTS

Newsletter Issue No. 24

March 2018

A Rose is a Rose is a Rose

As Shakespeare immortalized in Romeo and Juliet, "What is in a name? That which we call a rose by any other word would smell as sweet". Synaptেক will be rebranding under a new name in the coming months. Synaptেক has been in discussions (and litigation) with a company called Synoptek LLC of California over the ability to continue to use our company name without customer confusion. In legal terms, Synoptek had the senior mark, since they were using their trademarked name first. We had also trademarked our name, but had done so at a later date after a number of appeals at the US Patent and Trademark Office. If there was a likelihood of customer confusion, the junior mark (ours) would need to be changed. It was our contention that the names would not be confused because IT customers are sophisticated buyers, especially the Federal Government customers that we serve that uses a detailed RFP process for procurement. Synoptek disagreed. While both sides agreed that there has not been any actual confusion to date, Synoptek's plans to expand to new areas of trade made them believe that they needed to enforce their mark to prevent potential future confusion. To make a long story shorter, in March 2018 a judge agreed with Synoptek's motion to have Synaptেক's trademark cancelled - despite the fact that both companies have existed and operated without confusion for nearly 10 years.



In settlement with Synoptek, we are in discussion to rebrand to something that has even less likelihood of confusion - while maintaining a link to our corporate history. We want to keep a tie to the legacy name somehow to provide brand continuity for our customers. Once we settle on a name, you will quickly see a change in the website, email address and business cards. The actual company name will change some time in the future - but for now the new name will be a "doing-business-as" or DBA under the Synaptেক Corporation name. The SynaptেকCorp domain will remain active and emails to either SynaptেকCorp.com or the new domain name will go to the same mailbox. I think we should use this opportunity to look at some of our branding efforts and create even better market presence. Rest assure that the company is not changing - just the name.

As always, we will endeavor to keep you informed, look to future newsletters for information. As soon as we know more, I will pass it along. For now, you might want to hold on to those Synaptেক branded shirts and swag - they are going to be collectors' items!

Dave Couldfeldt

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Kudos

The DLA customer would like to praise the fantastic job **Amber Perkins** is doing!

Our AV/VTC customer would like to commend **Chris Grant** and **Whitney Maye** for their excellent support on finding adaptable solutions for presented challenges!

The **DLA Firewall Team** is being acknowledged for their tremendous effort in supporting their contract!

Thanks for helping Synaptেক stand out!

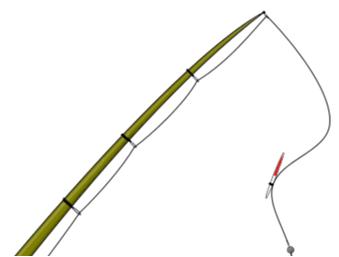
If you have someone you would like to thank or recognize, email your message to news@synaptেকcorp.com



Gone Phishing

Have you received a phishing email sent to your Synaptেক account? Please report all phishing related emails to ISO@synaptেকcorp.com.

It's also not the best move to click on any strange links. Should that occur, please contact the [IT team](#) [immediately](#).





Emerald Club

No Dorothy, this has nothing to do with the Emerald City. Synaptex employees now have the option to sign-up for the Emerald Club car rental service. Whether you're traveling for work or just trying to get home from Oz, car rentals just got easier. Enrolling for the Emerald Club can be completed by going to this [link!](#)



NOVA Hackathon

Synaptex is proud to be a sponsor in the upcoming Innovation Hackathon! The Hackathon will be a 36 hour event where students work to find creative technical solutions to presented challenges. Synaptex will be present at the career fair on April 14th. More information about the Hackathon can be found [here!](#)



Congratulations Ellersick Family

We would like to congratulate the Ellersick family on the birth of their new daughter, Theadora Ana Ellersick!



On a completely unrelated note, did you know that we offer a 529 College Savings Plan with an employer match of \$1000 per year. \$\$\$



Employee Handbook & Security Briefing

We have recently made a few changes to the Synaptex Employee Handbook. All employees should read over the handbook and electronically sign their acceptance of the document through PayCom. Quick breakdown of *some* of the changes:

1. Regular Full-Time Employees can receive up to two days of paid jury duty leave.
2. Employees must show evidence of training in order to receive their educational reimbursement.
3. PTO accrual details are easier to understand.

All employees are **required** to review and sign the Security Briefing on [PayCom](#). Please be sure to pay close attention to the security slides and contact our [FSO, Kaitlyn Jenkins](#), if you have any questions.



DLA

IT Support Specialist- Various Locations
Senior Systems Administrator- Various Locations
Task Order Project Manager- Various Locations

DTRA- Ft. Belvoir, VA

Senior Network Engineer
Systems Engineer
Cyber Intel Security Analyst

ETM- Crystal City, VA

Network Engineer
Servers System Engineer
JNOSC Manager

Kirtland AFB- Albuquerque, NM

Network Engineer

Stennis Space Center, Mississippi

Applications Systems Analyst/Programmer Lead
Software Systems Engineer (Lead & Intermediate)

VA WiFi Group 0

Configuration Analyst
Junior Wireless Engineer

Please email your referral resumes to:

Employee Anniversaries

4 Years
Brandon Groenert
De James

2 Years
Alex Peake



1 Year
Anthony Blatt



careers@synaptekcorp.com
or visit Synaptek Careers

Welcome New Employees!

Charles McClellan, VA Wireless
Jay Gunn, VA Wireless
Jordan Singmore, DLA JETS
Scott Davis, DLA JETS
Chad Welsh, DLA JETS
Curtis Deemer, DLA JETS
Derek Stein, DLA JETS
Don Stewart, DLA JETS
Matthew Goad, DLA JETS
Steve Sandum, DLA JETS
Marc Wills, DLA JETS
Steven Platte, DLA JETS
Roland Concepcion, DLA JETS
Michael Noonan, DLA JETS
Merrell Segars, DLA JETS
Trey Lesslie, VA Wireless
Davey Lopez, Kirtland AFB
Anthony Navarrette, Kirtland AFB
Matthew Stroud, Kirtland AFB
Jocelynn Arreda, Kirtland AFB
Jose Saenz, Kirtland AFB
Christopher Chall, Kirtland AFB
Derek Murphy, Kirtland AFB
Christopher Garrison, Kirtland AFB
Paul Jaurez, Kirtland AFB
Nicko Gallegos, Kirtland AFB
David Mendoza, Kirtland AFB
Jan Miller-Waugh, Kirtland AFB
Spenser Eillingsen, Kirtland AFB
Adelina Ramirez, Kirtland AFB
Richard Krauss, Kirtland AFB

We want to hear from you!

Send us your news – babies, weddings, pets, trips and vacations, graduations, kudos to coworkers...

Send all submissions to
news@synaptekcorp.com



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