PenTeleData

THE
Network**Guy**

What's Inside...

CELEBRATING 30 YEARS

It's PenTeleData's 30th Anniversary and We Want to Celebrate with YOU!

Thank you for choosing PenTeleData.
We're proud of our 30 years and can't wait to share some great prizes with you. This month, we're giving away a four pack of tickets to see the Lehigh Valley Phantoms at the PPL Center in Allentown on January 27, 2024.

Just visit **www.ptd.net/drawing**
by January 19, 2024 to enter. **Good luck!**

The Network Guy Quiz Challenge

PenTeleData is giving one lucky winner a $150 Amazon Gift Card. Just visit **www.ptd.net/quiz-challenge** by **January 31, 2024** to answer the contest question. We will select a winner at random from all correct entries. **Good Luck!**

Click the Quiz Challenge link and choose which choices are considered Intellectual Property and protected by law.

Learn from The Network Guy

My family has warned me about catfishing. What is it and why does it happen?

The Network Guy:

Catfishing is a dangerous form of online deception where a person creates a false identity for the purpose of getting attention, harassing or stalking victims, or for financial gain.

Some believe that the name came from the popular 2010 documentary Catfish, which discusses a young man being deceived by a woman with a fake Facebook profile. However, the documentary simply popularized the term. It didn't invent it. The term originally comes from the early 1900s, when anglers used to ship catfish with codfish. Since the catfish is the natural enemy of the cod, it'd chase the fish around constantly, keeping it fresh, active, and better tasting. Since online catfishers also chase their victims, the word was adopted to describe them as well.

Catfishing is most likely to happen on dating apps or social media sites, but no matter the platform, the goal is to build a relationship for personal or financial gain. Watch for the warnings to avoid becoming a victim. Common signs of catfishing include:

- Avoiding (video) calls and face-to-face meetings
- No online presence
- Very few friends or followers
- A very recently created profile
- Only using professional pictures
- Stolen pictures
- Asking for money
- Asking for explicit images or videos

"No amount of money ever bought a second of time."

- Avengers: Endgame

I'm I.T.

Things That Make You Go Hmmm...

Cars was the first Pixar film to be released on Blue-ray.

The best-selling video game, as of 2023, is Minecraft.

The Wii video game console pioneered the use of motion sensors in 2006.

Google's fourth retired attempt at launching a social media platform was Google+.

The acronym URL stands for Uniform Resource Locator.

The country with the largest market of gamers is China.

The first Amazon Web Service launched to the public in 2004.

The programming language Java is named after a type of Indonesian coffee.

eBay began in 1995.

The most downloaded app of the 2010s was Facebook.

Intellectual Property and Digital Piracy

Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.

The four types of IP are patents, copyrights, trademarks, and trade secrets.

Patents have been used to protect a wide variety of famous inventions such as the light bulb, the internal combustible engine, Barbie, and products such as sneakers, jewelry, sunglasses, and even the shape of cars.

Copyrights cover original works fixed in any tangible medium of expression, such as literary, musical, dramatic, artistic, and other intellectual works. Your favorite books, movies, and music have copyrights.

Trademarks include any word, name, symbol, or device used to identify and distinguish goods or services and to indicate the source of those goods or services. Trademarks can consist of words, images, colors, sounds, distinctive

PenTeleData is Proud to Serve New Tripoli, PA

In the northwest quadrant of the Lehigh Valley, New Tripoli sits between Interstates 78 and 476. This sleepy town, with plenty of green rolling hills and farmland, has a population just under 1,000.

Though originally called Saegersville, its modern name is in remembrance of the United States' involvement in the Barbary Wars with Tripoli in the early 19th century. However, while non-locals may feel inclined to use the pronunciation of "TRI-po-li," from what is now Libya, Pennsylvania Dutch natives will be quick to correct you (in the friendliest way possible) to the more accurate "New Tri-PO-li."

New Tripoli is part of Lynn Township, which was established in 1732 by German and Swiss travelers. Two main roads in the town, Decatur Street and Madison Street, are named for Stephen Decatur, decorated naval officer during the Barbary Wars, and President James Madison. One of the first public establishments was an old stone tavern home along route 309, which still stands, and originally held the town's first post office and hotel. To create a more self-sufficient community, local finance experts established the New Tripoli National Bank, which is still a community bank at Madison and Market Streets.

In the early 20th century, New Tripoli was a residential town of four hundred people—mostly farmers and local business owners. The dirt roads and lack of automobiles allowed farmers to make wagon-lead day trips to Allentown to sell their crops. Farming was (and still is) the backbone of this area, and the number of farms and town establishments at the time meant it was self-sufficient. Those looking to escape the country life, however, were only a train ride away from Reading and Philadelphia via the Reading Railroad.

Even in a now more fast-paced society, New Tripoli harkens back to its ancestors with a display of PA Dutch and farming traditions in the many establishments, young and old, that now dot its rolling landscape.

The local high school, Northwestern Lehigh, recently ended their best football season with a silver recognition. The Tigers ended their season with a program best 15-1 record. They were the first Lehigh Valley team to play in the state final since Parkland was in the Class 4A title game in 2015.

(Source: https://lehighvalleymarketplace.com/newtripoli/)

packaging, and even smells like the distinctive aroma of Play-Doh! No other restaurant may use McDonald's golden arches. The PenTeleData logo also has a trademark.

Trade secrets are proprietary information used by a business enterprise. This can include protection for secret technological and business knowledge. Some of the most famous examples of trade secrets are the exact recipe for Coca-Cola and Kentucky Fried Chicken's secret blend of eleven herbs and spices.

While it may be tempting to download a book, movie, or music without paying, doing so without proper permission is a crime. Misusing any IP is digital piracy. In addition to the punishments enforceable by law, it also creates risks. Digital piracy hackers will often upload infected apps to popular torrent websites. Users download the content under the impression that they're getting something for free, but instead end up downloading malware.