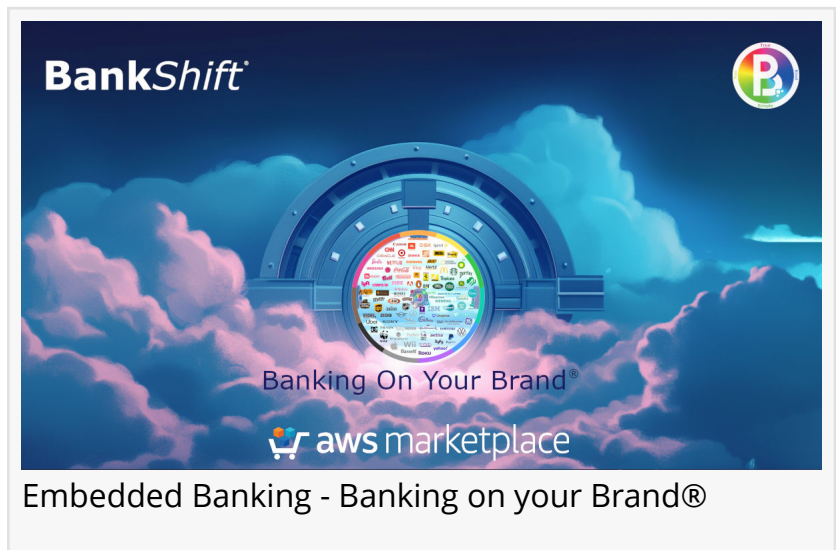


BankShift Secures Registered Trademark for 'Banking on Your Brand®'

"Banking on Your Brand®" is now trademarked, solidifying BankShift's mission to power seamless, branded banking experiences for credit unions & community banks.

PORTLAND, OR, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- BankShift, an emerging visionary in [embedded banking](#) solutions, is proud to announce that [Banking on Your Brand®](#) is now a registered trademark. This milestone underscores BankShift's commitment to empowering credit unions and community banks with seamless, branded banking experiences that drive member and customer loyalty while fostering long-term engagement.



In an increasingly commoditized financial landscape, differentiation is essential. Banking on Your Brand® reflects BankShift's mission to help credit unions and community banks integrate their existing banking services into their popular brand partners' ecosystems, reinforcing brand presence while creating new revenue opportunities and deeper loyalty for both parties.

"People are slowing in building relationships with credit unions and community banks; they build them with brands they trust," said Rob Thacher, Founder and CEO of BankShift. "This trademark is more than legal protection. It solidifies our vision of making banking an extension of the brands people already know and love, without disrupting their financial habits."

BankShift's [Brand-on-Banking](#) technology allows smaller financial institutions to offer a frictionless, compliant, and member-first approach to sticky digital banking acquisitions, while enhancing engagement. Securing this trademark reinforces BankShift's leadership in the embedded banking space, and its dedication to protecting financial innovation continues with its U.S. non-provisional patent and recently filed international patent applications.

For more information on Banking on Your Brand® and BankShift's solutions, visit

<https://bankshift.com>.

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