Just short out pins 1 & 4 of the 93c66 chip.

This will reset the counter every time you power up the printer. If you remove the short, the counter will resume counting but the service date information will not be the same.

Tested using the original initial cartridge.

I think if you want to use a replacement cartridge, you have to disconnect CN5 and short out CN9. This way the toner will always be treated as the initial cartridge.