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ABSTRACT

5 PRINTING DEVICE MEDIA IDENTIFICATION AND TRACKING

A printing device (500) routes print media (400) for printing that has a recognizable media identifier, such as an image (404), a watermark (402), or a chemical substance that identifies the print media (400) as a particular brand
10 and/or brand type. A scanning device (512), such as an optical scanner or chemical detection device, scans the print media (400) and recognizes a media identifier (404). Information corresponding to the total number of print media (400) routed through a printing device (500), and the total number of a particular brand and/or type of print media (400), is maintained in a memory
15 component (504). The memory component (504) can be a component of the printing device (500), or the memory component can be integrated with a replaceable component of the printing device (500), such as a toner cartridge (200). The information can be routed to an information database (606) via a network system (604), or via a replaceable component (200) recycle program
20 (612).

(Fig. 8)