```
def chatbot():
  print("ChatBot: Hello! I am a simple chatbot. Type 'exit' to end the chat.")
  while True:
    user_input = input("You: ").lower()
    if user_input == 'exit':
       print("ChatBot: Goodbye! Have a nice day.")
       break
    elif "hello" in user_input or "hi" in user_input:
       print("ChatBot: Hello there! How can I help you?")
    elif "how are you" in user_input:
       print("ChatBot: I'm just a program, but I'm doing fine! How about you?")
    elif "your name" in user_input:
       print("ChatBot: I'm RuleBot, your simple chatbot assistant.")
    elif "help" in user_input:
       print("ChatBot: Sure, I'm here to help. What do you need assistance with?")
    elif "bye" in user_input:
       print("ChatBot: Goodbye! Talk to you soon.")
       break
    else:
       print("ChatBot: Sorry, I didn't understand that. Can you rephrase?")
if __name__ == "__main__":
  chatbot()
```